



8-1965

A Study of Student Attitudes Towards Smoking

Department of Anthropology and Sociology

Follow this and additional works at: <https://commons.und.edu/anth-fac>



Part of the [Medicine and Health Commons](#)

Recommended Citation

Department of Anthropology and Sociology, "A Study of Student Attitudes Towards Smoking" (1965). *Anthropology Faculty Publications*. 9.

<https://commons.und.edu/anth-fac/9>

This Research Report is brought to you for free and open access by the Department of Anthropology at UND Scholarly Commons. It has been accepted for inclusion in Anthropology Faculty Publications by an authorized administrator of UND Scholarly Commons. For more information, please contact zeinebyousif@library.und.edu.

REPORT PREPARED BY:

Lawrence S. Hoyer, Ph.D.

Project Director

A STUDY OF STUDENT ATTITUDES TOWARD SMOKING

Thomas F. Garland

Research Assistant

Richard L. Locke

Research Assistant

Thomas J. McElroy

Technical Assistant

Barry Hinkle

Printer

FINAL REPORT

Submitted, August 1965

This Research was Supported by Funds from
The U.S. Public Health Service, Cancer Research
U. S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

Department of Sociology and Anthropology,
UNIVERSITY OF NORTH DAKOTA,
Grand Forks, North Dakota

HV
5-767
5-9
N
N6

REPORT PREPARED BY:

Lawrence N. Moyer, Ph.D.

Project Director

John P. Collette

Research Assistant

Thomas N. Garland

Research Assistant

Richard L. Ludtke

Research Assistant

Thomas Spaulding

Technical Assistant

Betty Binder

Typist

FOREWORD

The contents of this volume constitutes the final report of research findings of a project designed to investigate the smoking behavior, plus the attitudes and beliefs about smoking and its effects, of the student body of the University of North Dakota. The study was sponsored by the Cancer Research Division of the U. S. Public Health Service.

The study was the result of an idea initiated by the University of North Dakota Pan Hellenic organization. This organization with the assistance of George Starcher, President of the University contacted the U. S. Public Health Service to investigate the possibility of starting an informational program on campus related to smoking. Miss Cherry Tsutsumida of the Public Health Service visited the campus and after conferring with a number of the various Pan Hellenic members persuaded Dr. Lawrence N. Moyer, Chairman of the Department of Sociology and Anthropology to undertake a study of the changes in student attitudes and beliefs which might occur following student exposure to an information program such as the Pan Hellenic had suggested.

This report is the culmination of the above events.

ACKNOWLEDGMENTS

This research represents the combined efforts of many individuals. Acknowledgments are due the U. S. Public Health Service whose financial support and technical assistance made the study possible. Special acknowledgment is given to the Pan Hellenic group on campus, not only for their initiation of the project but also for their help in coding and follow-up work on delinquent respondents. More specifically, mention should be made of the extra effort put forth by two of the leaders of Pan Hellenic, Maryann Rostberg and Kathleen Clower.

Also of special note was the cooperation of the various agencies who contributed literature on smoking for the project. These include: North Dakota Tuberculosis and Respiratory Disease Association, North Dakota State Department of Health, North Dakota branch of the American Heart Association, North Dakota unit of the American Cancer Association, and, of course, the U. S. Public Health Service.

Finally acknowledgment must be made to the University of North Dakota "Work Study" program which supplied the much needed student assistance for the last phase of the study after the grant funds were depleted.

TABLE OF CONTENTS

Title Page.	i
Report Prepared By.	ii
Foreword.	iii
Acknowledgments	iv
Table of Contents	v
Table of Tables	vii
BACKGROUND.	1
PROCEDURES.	2
Population and Sample	2
Study Design.	2
FINDINGS.	3
Smoking Behavior - General (Pre-test)	3
Sex.	3
Class.	4
Age.	4
Major.	5
Marital Status	6
Social Sorority and Fraternity Membership.	6
Amount of Economic Self-Help	6
Length of Time Smoking	7
Pattern of Inhaling.	7
Type of Cigarettes	7

Parent's Smoking Habits.	7
Roommate's Smoking Habits.	8
Closest Friends' Smoking Habits.	9
Steady Date or Spouses' Smoking Habits	9
ATTITUDES AND BELIEFS (PRE-TEST AND POST-TEST).	9
Attitudes.	10
Beliefs.	21
CHANGES IN ATTITUDES, BELIEFS AND SMOKING BEHAVIOR FROM PRE-TEST TO POST-TEST	32
Changes in Smoking Behavior.	33
Changes in Attitudes and Attendance at the Convocation Lecture on Smoking.	35
Changes in Attitudes and Number of Pamphlets Read.	37
Changes in Attitudes and Reading of Lawsuit Articles	38
Changes in Beliefs and Attendance at the Convocation Lecture on Smoking.	39
Changes in Beliefs and Number of Pamphlets Read.	41
Changes in Beliefs and Reading of the Lawsuit Article.	42
SUMMARY AND CONCLUSIONS	43
Smoking Behavior	43
Attitudes and Beliefs.	44
Attitudes	45
Beliefs	45
Changes in Smoking Behavior, Attitudes, and Beliefs.	47
Smoking Behavior.	47
Attitudes	47
Beliefs	47
Conclusions.	48

TABLE OF TABLES

TABLE

I. SMOKING BEHAVIOR--GENERAL (PRE-TEST)

Students' Smoking Habits By, "Sex".	1
Students' Smoking Habits By, "Classes".	2
Students' Smoking Habits By, "Age".	3
Students' Smoking Habits By, "Major In College"	4
Students' Smoking Habits By, "Marital Status"	5
Students' Smoking Habits By, "Are You A Member Of A Social Sorority Or Fraternity In College?".	6
Student's Smoking Habits By, "Are You Helping To Put Your- self Through College? If Yes, About How Much Of Your Expenditures Will You Provide?".	7
Students' Smoking Habits By, "How Long Have You Been Smoking?".	8
Students' Smoking Habits By, "Do You Inhale When You Smoke?".	9
Students' Smoking Habits By, "Type Of Cigarettes Smoked".	10
Students' Smoking Habits By, "Mother's Smoking Habits". .	11
Students' Smoking Habits By, "Father's Smoking Habits". .	12
Students' Smoking Habits By, "Roommate's Smoking Habits" (Roommate 1)	13
Student's Smoking Habits By, "Roommate's Smoking Habits" (Roommate 2)	14
Students' Smoking Habits By, "Closest Friend's Smoking Habits".	15
Students' Smoking Habits By, "Steady Date's Or Spouse's Smoking Habits".	16

II. SUMMARY TABLES OF TOTAL RESPONSES TO ATTITUDE AND BELIEF ITEMS (PRE-TEST AND POST-TEST)

Total Responses To Attitude Items (Pre-Test).	17
Total Responses To Attitude Items (Post-Test)	18

Total Responses To Belief Items (Pre-Test)	19
Total Responses To Belief Items (Post-Test)	20

III. ATTITUDES (PRE-TEST AND POST-TEST)

Students' Sex By The Response To, "Cigarettes Are Pleas- urable" (Pre-Test)	21
Students' Sex By The Response To, "Cigarettes Are Pleas- urable" (Post-Test)	22
Students' Class By The Response To, "Cigarettes Are Pleasurable" (Pre-Test)	23
Students' Class By The Response To, "Cigarettes Are Pleasurable" (Post-Test)	24
Students' Smoking Habits By, "Cigarettes Are Pleasurable" (Pre-Test)	25
Students' Smoking Habits By, "Cigarettes Are Pleasurable" (Post-Test)	26
Students' Sex By The Response To, "Cigarettes Do More Good For A Person Than Harm" (Pre-Test)	27
Students' Sex By The Response To, "Cigarettes Do More Good For A Person Than Harm" (Post-Test)	28
Students' Class By The Response To, "Cigarettes Do More Good For A Person Than Harm" (Pre-Test)	29
Students' Class By The Response To, "Cigarettes Do More Good For A Person Than Harm" (Post-Test)	30
Students' Smoking Habits By, "Cigarettes Do More Good For A Person Than Harm" (Pre-Test)	31
Students' Smoking Habits By, "Cigarettes Do More Good For A Person Than Harm" (Post-Test)	32
Students' Sex By The Response To, "Cigarettes Cost More Than The Pleasure Is Worth" (Pre-Test)	33
Students' Sex By The Response To, "Cigarettes Cost More Than The Pleasure Is Worth" (Post-Test)	34
Students' Class By The Response To, "Cigarettes Cost More Than The Pleasure Is Worth" (Pre-Test)	35
Students' Class By The Response To, "Cigarettes Cost More Than The Pleasure Is Worth" (Post-Test)	36

Students' Smoking Habits By, "Cigarettes Cost More Than The Pleasure Is Worth" (Pre-Test)	37
Students' Smoking Habits By, "Cigarettes Cost More Than The Pleasure Is Worth" (Post-Test).	38
Students' Sex By The Response To, "When I Have Children, I Hope They Never Smoke" (Pre-Test)	39
Students' Sex By The Response To, "When I Have Children, I Hope They Never Smoke" (Post-Test).	40
Students' Class By The Response To, When I Have Children, I Hope They Never Smoke" (Pre-Test)	41
Students' Class By The Response To, When I Have Children, I Hope They Never Smoke" (Post-Test).	42
Students' Smoking Habits By, "When I Have Children, I Hope They Never Smoke" (Pre-Test).	43
Students' Smoking Habits By, When I Have Children, I Hope They Never Smoke" (Post-Test)	44
Students' Sex By The Response To, "There Is Nothing Wrong With Smoking" (Pre-Test).	45
Students' Sex By The Response To, There Is Nothing Wrong With Smoking" (Post-Test)	46
Students' Class By The Response To, "There Is Nothing Wrong With Smoking" (Pre-Test).	47
Students' Class By The Response To, "There Is Nothing Wrong With Smoking" (Post-Test)	48
Students' Smoking Habits By, "There Is Nothing Wrong With Smoking" (Pre-Test)	49
Students' Smoking Habits By, "There Is Nothing Wrong With Smoking" (Post-Test).	50
Students' Sex By The Response To, "Smoking Is A Dirty Habit" (Pre-Test)	51
Students' Sex By The Response To, "Smoking Is A Dirty Habit" (Post-Test).	52
Students' Class By The Response To, "Smoking Is A Dirty Habit" (Pre-Test)	53
Students' Class By The Response To, "Smoking Is A Dirty Habit" (Post-Test).	54

Students' Smoking Habits By, "Smoking Is A Dirty Habit" (Pre-Test)	55
Students' Smoking Habits By, "Smoking Is A Dirty Habit" (Post-Test)	56
Students' Sex By The Response To, "There Is Nothing Wrong With Smoking As Long As A Person Smokes Moderately" (Pre-Test)	57
Students' Sex By The Response To, "There Is Nothing Wrong With Smoking As Long As A Person Smokes Moderately" (Post-Test)	58
Students' Class By The Response To, "There Is Nothing Wrong With Smoking As Long As A Person Smokes Moderately" (Pre-Test)	59
Students' Class By The Response To, "There Is Nothing Wrong With Smoking As Long As A Person Smokes Moderately" (Post-Test)	60
Students' Smoking Habits By, "There Is Nothing Wrong With Smoking As Long As A Person Smokes Moderately" (Pre-Test)	61
Students' Smoking Habits By, "There Is Nothing Wrong With Smoking As Long As A Person Smokes Moderately" (Post-Test)	62
Students' Sex By The Response To, "Smoking Helps You To Relax" (Pre-Test)	63
Students' Sex By The Response To, "Smoking Helps You To Relax" (Post-Test)	64
Students' Class By The Response To, "Smoking Helps You To Relax" (Pre-Test)	65
Students' Class By The Response To, "Smoking Helps You To Relax" (Post-Test)	66
Students' Smoking Habits By, "Smoking Helps: You To Relax" (Pre-Test)	67
Students' Smoking Habits By, "Smoking Helps You To Relax" (Post-Test)	68
Students' Sex By The Response To, "If Parents Smoke They Should Allow Their Children To Smoke" (Pre-Test)	69
Students' Sex By The Response To, "If Parents Smoke They Should Allow Their Children To Smoke" (Post Test) . . .	70

Students' Class By The Response To, "If Parents Smoke, They Should Allow Their Children To Smoke" (Pre-Test)	71
Students' Class By The Response To, "If Parents Smoke, They Should Allow Their Children To Smoke" (Post-Test)	72
Students' Smoking Habits By, "If Parents Smoke They Should Allow Their Children To Smoke" (Pre-Test)	73
Students' Smoking Habits By, "If Parents Smoke They Should Allow Their Children To Smoke" (Post-Test)	74
Students' Sex By The Response To, "Smoking Cigarettes Is Harmful To Health" (Pre-Test)	75
Students' Sex By The Response To, "Smoking Cigarettes Is Harmful To Health" (Post-Test)	76
Students' Class By The Response To, "Smoking Cigarettes Is Harmful To Health" (Pre-Test)	77
Students' Class By The Response To, "Smoking Cigarettes Is Harmful To Health" (Post-Test)	78
Students' Smoking Habits By, "Smoking Cigarettes Is Harmful To Health" (Pre-Test)	79
Students' Smoking Habits By, "Smoking Cigarettes Is Harmful To Health" (Post-Test)	80
Students' Sex By The Response To, "There Is Nothing Wrong With A Woman Smoking A Small Cigar" (Pre-Test)	81
Students' Sex By The Response To, "There Is Nothing Wrong With A Woman Smoking A Small Cigar" (Post-Test)	82
Students' Class By The Response To, "There Is Nothing Wrong With A Woman Smoking A Small Cigar" (Pre-Test)	83
Students' Class By The Response To, "There Is Nothing Wrong With A Woman Smoking A Small Cigar" (Post-Test)	84
Students' Smoking Habits By, "There Is Nothing Wrong With A Woman Smoking A Small Cigar" (Pre-Test)	85
Students' Smoking Habits By, "There Is Nothing Wrong With A Woman Smoking A Small Cigar" (Post-Test)	86
Students' Sex By The Response To, "Smoking Makes One Feel More Sophisticated" (Pre-Test)	87
Students' Sex By The Response To, "Smoking Makes One Feel More Sophisticated" (Post-Test)	88

Students' Sex By The Response To, "Smoking Cigarettes In- Creases The Risk Of Dying From Respiratory Diseases Such As Chronic Bronchitis" (Post-Test)	106
Students' Class By Response To, "Smoking Cigarettes In- Creases The Risk Of Dying From Respiratory Diseases Such As Chronic Bronchitis" (Pre-Test)	107
Students' Class By Response To, "Smoking Cigarettes In- Creases The Risk Of Dying From Respiratory Diseases Such As Chronic Bronchitis" (Pre-Test)	108
Students' Smoking Habits By, "Smoking Cigarettes Increases The Risk Of Dying From Respiratory Diseases Such As Chronic Bronchitis" (Pre-Test)	109
Students' Smoking Habits By, "Smoking Cigarettes Increases The Risk Of Dying From Respiratory Diseases Such As Chronic Bronchitis" (Post-Test)	110
Students' Sex By The Response To, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer" (Pre-Test)	111
Students' Sex By The Response To, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer" (Post-Test)	112
Students' Class By The Response To, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer" (Pre-Test)	113
Students' Class By The Response To, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer" (Post-Test)	114
Students' Smoking Habits By, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer" (Pre-Test)	115
Students' Smoking Habits By, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer" (Post-Test)	116
Students' Sex By The Response To, "Some People Experience Unpleasant Physical Symptoms When They Try To Stop Smoking" (Pre-Test)	117
Students' Sex By The Response To, "Some People Experience Unpleasant Physical Symptom When They Try To Stop Smoking" (Post-Test)	118
Students' Class By The Response To, "Some People Experience Unpleasant Physical Symptoms When They Try To Stop Smoking" (Pre-Test)	119

Students' Class By The Response To, "Some People Experience Unpleasant Physical Symptoms When They Try To Stop Smoking" (Post-Test)	120
Students' Smoking Habits By, "Some People Experience Unpleasant Physical Symptoms When They Try To Stop Smoking" (Pre-Test)	121
Students' Smoking Habits By, "Some People Experience Unpleasant Physical Symptoms When They Try To Stop Smoking" (Post-Test)	122
Students' Sex By The Response To, "Cigarette Smoking Reduces The Ability Of The Respiratory Tract To Rid Itself Of Impurities" (Pre-Test).	123
Students' Sex By The Response To, "Cigarette Smoking Reduces The Ability Of The Respiratory Tract To Rid Itself Of Impurities" (Post-Test)	124
Students' Class By The Response To, "Cigarette Smoking Reduces The Ability Of The Respiratory Tract To Rid Itself Of Impurities" (Pre-Test)	125
Students' Class By The Response To, "Cigarette Smoking Reduces The Ability Of The Respiratory Tract To Rid Itself Of Impurities" (Post-Test)	126
Students' Smoking Habits By, "Cigarette Smoking Reduces The Ability Of The Respiratory Tract To Rid Itself Of Impurities" (Pre-Test)	127
Students' Smoking Habits By, "Cigarette Smoking Reduces The Ability Of The Respiratory Tract To Rid Itself Of Impurities" (Post-Test)	128
Students' Sex By The Response To, "Lung Cancer Can Be Cured In Most Persons Who Receive Good Treatment" (Pre-Test)	129
Students' Sex By The Response To, "Lung Cancer Can Be Cured In Most Persons Who Receive Good Treatment" (Post-Test)	130
Students' Class By The Response To, "Lung Cancer Can Be Cured In Most Persons Who Receive Good Treatment" (Pre-Test)	131
Students' Class By The Response To, "Lung Cancer Can Be Cured In Most Persons Who Receive Good Treatment" (Post-Test)	132

Students' Smoking Habits By, "Lung Cancer Can Be Cured In Most Persons Who Receive Good Treatment" (Pre-Test).	133
Students' Smoking Habits By, "Lung Cancer Can Be Cured In Most Persons Who Receive Good Treatment" (Post-Test).	134
Students' Sex By The Response To, "Cigarette Smoking Is Not Nearly As Much Of A Health Hazard To Women As It Is To Men" (Pre-Test).	135
Students' Sex By The Response To, "Cigarette Smoking Is Not Nearly As Much Of A Health Hazard To Women As It Is To Men" (Post-Test).	136
Students' Class By Response To, "Smoking Is Not Nearly As Much Of A Health Hazard To Women As It Is To Men" (Pre-Test).	137
Students' Class By Response To, "Smoking Is Not Nearly As Much Of A Health Hazard To Women As It Is To Men" (Post-Test).	138
Students' Smoking Habits By, "Cigarette Smoking Is Not Nearly As Much Of A Health Hazard To Women As It Is To Men" (Pre-Test).	139
Students' Smoking Habits By, "Cigarette Smoking Is Not Nearly As Much Of A Health Hazard To Women As It Is To Men" (Post-Test).	140
Students' Sex By The Response To, "Several Ingredients In Cigarette Smoke Are Known To Cause Cancer" (Pre-Test).	141
Students' Sex By The Response To, "Several Ingredients In Cigarette Smoke Are Known To Cause Cancer" (Post-Test).	142
Students' Class By Response To, "Several Ingredients In Cigarette Smoke Are Known To Cause Cancer" (Pre-Test).	143
Students' Class By Response To, "Several Ingredients In Cigarette Smoke Are Known To Cause Cancer" (Post-Test).	144
Students' Smoking Habits By, "Several Ingredients In Cigarette Smoke Are Known To Cause Cancer" (Pre-Test).	145
Students' Smoking Habits By, "Several Ingredients In Cigarette Smoke Are Known To Cause Cancer" (Post-Test).	146
Students' Sex By The Response To, "The Effects Of Pipe Or Cigar Smoking On Health Are About The Same As The Effects Of Cigarette Smoking" (Pre-Test).	147
Students' Sex By The Response To, "The Effects Of Pipe Or Cigar Smoking On Health Are About The Same As The Effects Of Cigarette Smoking" (Post-Test).	148

Students' Class By Response To, "The Effects Of Pipe Or Cigar Smoking On Health Are About The Same As The Effects Of Cigarette Smoking" (Pre-Test)	149
Students' Class By Response To, "The Effects Of Pipe Or Cigar Smoking On Health Are About The Same As The Effects Of Cigarette Smoking" (Post-Test)	150
Students' Smoking Habits By, "The Effects Of Pipe Or Cigar Smoking On Health Are About The Same As The Effects Of Cigarette Smoking" (Pre-Test).	151
Students' Smoking Habits By, "The Effects Of Pipe Or Cigar Smoking On Health Are About The Same As The Effects Of Cigarette Smoking" (Post-Test)	152
Students' Sex By The Response To, "The Longer A Person Smokes The Greater Are His Chances For Developing Lung Cancer" (Pre-Test)	153
Students' Sex By The Response To, "The Longer A Person Smokes The Greater Are His Chances For Developing Lung Cancer" (Post-Test).	154
Students' Class By Response To, "The Longer A Person Smokes The Greater Are His Chances For Developing Lung Cancer" (Pre-Test)	155
Students' Class By Response To, "The Longer A Person Smokes The Greater Are His Chances For Developing Lung Cancer" (Post-Test).	156
Students' Smoking Habits By, "The Longer A Person Smokes The Greater Are His Chances For Developing Lung Cancer" (Pre-Test)	157
Students' Smoking Habits By, "The Longer A Person Smokes The Greater Are His Chances For Developing Lung Cancer" (Post-Test).	158
Students' Sex By The Response To, "Smoking Cigarettes Causes A Lowering Of The Blood Pressure" (Pre-Test)	159
Students' Sex By The Response To, "Smoking Cigarettes Causes A Lowering Of The Blood Pressure" (Post-Test).	160
Students' Class By Response To, "Smoking Cigarettes Causes A Lowering Of The Blood Pressure" (Pre-Test)	161
Students' Class By Response To, "Smoking Cigarettes Causes A Lowering Of The Blood Pressure" (Post-Test).	162
Students' Smoking Habits By, "Smoking Cigarettes Causes A Lowering Of The Blood Pressure" (Pre-Test)	163

Students' Smoking Habits By, "Smoking Cigarettes Causes A Lowering Of The Blood Pressure" (Post-Test).	164
Students' Sex By The Response To, "Air Pollution Is A Major Cause Of Lung Cancer" (Pre-Test)	165
Students' Sex By The Response To, "Air Pollution Is A Major Cause Of Lung Cancer" (Post-Test).	166
Students' Class By Response To, "Air Pollution Is A Major Cause Of Lung Cancer" (Pre-Test)	167
Students' Class By Response To, "Air Pollution Is A Major Cause Of Lung Cancer" (Post-Test).	168
Students' Smoking Habits By, "Air Pollution Is A Major Cause Of Lung Cancer" (Pre-Test)	169
Students' Smoking Habits By, "Air Pollution Is A Major Cause Of Lung Cancer" (Post-Test).	170
Students' Sex By The Response To, "More Cigarette Smokers Than Non-Smokers Die From Heart Disease" (Pre-Test). .	171
Students' Sex By The Response To, "More Cigarette Smokers Than Non-Smokers Die From Heart Disease" (Post-Test) .	172
Students' Class By Response To, "More Smokers Than Non-Smokers Die From Heart Disease" (Pre-Test)	173
Students' Class By Response To, "More Smokers Than Non-Smokers Die From Heart Disease" (Post-Test).	174
Students' Smoking Habits By, "More Cigarette Smokers Than Non-Smokers Die From Heart Disease" (Pre-Test)	175
Students' Smoking Habits By, "More Cigarette Smokers Than Non-Smokers Die From Heart Disease" (Post-Test). . . .	176
Students' Sex By The Response To, "Nicotine Is A Poison" (Pre-Test)	177
Students' Sex By The Response To, "Nicotine Is A Poison" (Post-Test).	178
Students' Class By Response To, "Nicotine Is A Poison" (Pre-Test)	179
Students' Class By Response To, "Nicotine Is A Poison" (Post-Test).	180
Students' Smoking Habits By, "Nicotine Is A Poison" (Pre-Test).	181

Students' Smoking Habits By, "Nicotine Is A Poison" (Post-Test).	182
Students' Sex By The Response To, "Mentholated Cigarettes Are Safer Than Non-Mentholated Cigarettes" (Pre-Test).	183
Students' Sex By The Response To, "Mentholated Cigarettes Are Safer Than Non-Mentholated Cigarettes" (Post-Test)	184
Students' Class By Response To, "Mentholated Cigarettes Are Safer Than Non-Mentholated Cigarettes" (Pre-Test).	185
Students' Class By Response To, "Mentholated Cigarettes Are Safer Than Non-Mentholated Cigarettes" (Post-Test)	186
Students' Smoking Habits By, "Mentholated Cigarettes Are Safer Than Non-Mentholated Cigarettes" (Pre-Test).	187
Students' Smoking Habits By, "Mentholated Cigarettes Are Safer Than Non-Mentholated Cigarettes" (Post-Test)	188
Students' Sex By The Response To, "People Who Smoke Can Be Expected To Die At A Younger Age Than People Who Do Not Smoke" (Pre-Test).	189
Students' Sex By The Response To, "People Who Smoke Can Be Expected To Die At A Younger Age Than People Who Do Not Smoke" (Post-Test)	190
Students' Class By The Response To, "People Who Smoke Can Be Expected To Die At A Younger Age Than People Who Do Not Smoke" (Pre-Test).	191
Students' Class By The Response To, "People Who Smoke Can Be Expected To Die At A Younger Age Than People Who Do Not Smoke" (Post-Test)	192
Students' Smoking Habits By, "People Who Smoke Can Be Expected To Die At A Younger Age Than People Who Do Not Smoke" (Pre-Test)	193
Students' Smoking Habits By, "People Who Smoke Can Be Expected To Die At A Younger Age Than People Who Do Not Smoke" (Post-Test)	194
Students' Sex By The Response To, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered" (Pre-Test)	195
Students' Sex By The Response To, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered" (Post-Test).	196

Students' Class By Response To, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered" (Pre-Test)	197
Students' Class By Response To, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered" (Post-Test).	198
Students' Smoking Habits By, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered" (Pre-Test)	199
Students' Smoking Habits By, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered" (Post-Test).	200
V. CHANGES IN ATTITUDES, BELIEFS AND SMOKING BEHAVIOR FROM PRE-TEST TO POST-TEST	
Changes In Smoking Habits By, "Neuberger Convocation". . .	201
Changes In Smoking Habits By, "Number Of Pamphlets Read".	202
Changes In Smoking Habits By, "Number Of Pamphlets Read".	203
Changes In Smoking Habits By, "Movie On Smoking".	204
Changes In Smoking Habits By, "Court Case On Smoking" . .	205
Convocation Attendance By Change In, "Cigarettes Are Pleasurable"	206
Convocation Attendance By Change In, "Cigarettes Do More Good For A Person Than Harm"	207
Convocation Attendance By Change In, "Cigarettes Cost More Than The Pleasure Is Worth".	208
Convocation Attendance By Change In, "When I Have Children I Hope They Never Smoke"	209
Convocation Attendance By Change In, "There Is Nothing Wrong With Smoking".	210
Convocation Attendance By Change In, "Smoking Is A Dirty Habit"	211
Convocation Attendance By Change In, "There Is Nothing Wrong With Smoking As Long As One Smokes Moderately" .	212

Convocation Attendance By Change In, "Smoking Helps You To Relax".	213
Convocation Attendance By Change In, "If Parents Smoke, They Should Allow Their Children To Smoke"	214
Convocation Attendance By Change In, "Smoking Cigarettes Is Harmful To Health".	215
Convocation Attendance By Change In, "There Is Nothing Wrong With A Woman Smoking A Small Cigar".	216
Convocation Attendance By Change In, "Smoking Makes One Feel More Sophisticated"	217
Convocation Attendance By Change In, "Smoking Helps You To Control Your Weight".	218
Convocation Attendance By Change In, "Woman Should Not Smoke While Walking Down The Street"	219
Number Of Pamphlets Read By Changes In, "Cigarettes Are Pleasurable"	220 A
Number Of Pamphlets Read By Changes In, "Cigarettes Are Pleasurable".	220 B
Number Of Pamphlets Read By Changes In, "Cigarettes Do More Good For A Person Than Harm".	221 A
Number Of Pamphlets Read By Changes In, "Cigarettes Do More Good For A Person Than Harm"	221 B
Number Of Pamphlets Read By Changes In, "Cigarettes Cost More Than The Pleasure Is Worth"	222 A
Number Of Pamphlets Read By Changes In, "Cigarettes Cost More Than The Pleasure Is Worth"	222 B
Number Of Pamphlets Read By Changes In, "When I Have Children I Hope They Never Smoke".	223 A
Number Of Pamphlets Read By Changes In, "When I Have Children I Hope They Never Smoke".	223 B
Number Of Pamphlets By Changes In, "There Is Nothing Wrong With Smoking".	224 A
Number Of Pamphlets By Changes In, "There Is Nothing Wrong With Smoking".	224 B
Number Of Pamphlets By Change In, "Smoking Is A Dirty Habit"	225 A

Number Of Pamphlets By Change In, "Smoking Is A Dirty Habit"	225 B
Number Of Pamphlets By Change In, "There Is Nothing Wrong With Smoking As Long As A Person Smokes Moderately" . .	226 A
Number Of Pamphlets By Changes In, "There Is Nothing Wrong With Smoking As Long As A Person Smokes Moderately"...	226 B
Number Of Pamphlets By Changes In, "Smoking Helps You To Relax"	227 A
Number Of Pamphlets By Changes In, "Smoking Helps You To Relax"	227 B
Number Of Pamphlets By Changes In, "If Parents Smoke, They Should Allow Their Children To Smoke".	228 A
Number Of Pamphlets By Changes In, "If Parents Smoke, They Should Allow Their Children To Smoke".	228 B
Number Of Pamphlets Read By Changes In, "Smoking Is Harm- ful To Health"	229 A
Number Of Pamphlets Read By Changes In, "Smoking Is Harm- ful To Health"	229 B
Number Of Pamphlets Read By Changes In, "There Is Nothing Wrong With A Woman Smoking A Small Cigar".	230 A
Number Of Pamphlets Read By Changes In, "There Is Nothing Wrong With A Woman Smoking A Small Cigar".	230 B
Number Of Pamphlets Read By Changes In, "Smoking Makes One Feel More Sophisticated"	231 A
Number Of Pamphlets Read By Changes In, "Smoking Makes One Feel More Sophisticated"	231 B
Number Of Pamphlets Read By Changes In, "Smoking Helps You Control Your Weight"	232 A
Number Of Pamphlets Read By Changes In, "Smoking Helps You Control Your Weight"	232 B
Number Of Pamphlets Read By Changes In, "Women Should Not Smoke While Walking Down The Street"	233 A
Number Of Pamphlets Read By Changes In, "Women Should Not Smoke While Walking Down The Street"	233 B
Reading Of Lawsuit Article By Changes In, "Cigarettes Are Pleasurable"	234 A

Reading Of Lawsuit Article By Changes In, "Cigarettes Do More Good For A Person Than Harm"	235
Reading Of Lawsuit Article By Changes In "Cigarettes Cost More Than The Pleasure Is Worth"	236
Reading Of Lawsuit Article By Changes In "When I Have Children I Hope They Never Smoke".	237
Reading Of Lawsuit Article By Changes In, "There Is Nothing Wrong With Smoking".	238
Reading Of Lawsuit Article By Changes In, "Smoking Is A Dirty Habit"	239
Reading Of Lawsuit Article By Changes In, "There Is Nothing Wrong With Smoking As Long As A Person Smokes Moderately".	240
Reading Of Lawsuit Article By Changes In, "Smoking Helps You To Relax".	241
Reading Of Lawsuit Article By Changes In, "If Parents Smoke, They Should Allow Their Children To Smoke"	242
Reading Of Lawsuit Article By Changes In, "Smoking Cigarettes Is Harmful To Health"	243
Reading Of Lawsuit Article By Changes In, "There Is Nothing Wrong With A Woman Smoking A Small Cigar".	244
Reading Of Lawsuit Article By Changes In, "Smoking Makes One Feel More Sophisticated"	245
Reading Of Lawsuit Article By Changes In, "Smoking Helps You To Control Your Weight".	246
Reading Of Lawsuit Article By Changes In, "Women Should Not Smoke While Walking Down The Street"	247
Convocation Attendance By Changes In, "Smoking Cigarettes Increases The Risk Of Dying From Respiratory Diseases Such As Chronic Bronchitis".	248
Convocation Attendance By Changes In, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer"	249
Convocation Attendance By Changes In, "Some People Exper- ience Unpleasant Physical Symptoms When They Try To Stop Smoking".	250

Convocation Attendance By Changes In, "Cigarette Smoking Reduces The Ability Of The Respiratory Tract To Rid Itself Of Impurities".	251
Convocation Attendance By Changes In, "Lung Cancer Can Be Cured In Most Persons Who Receive Good Treatment". . .	252
Convocation Attendance By Changes In, "Cigarette Smoking Is Not Nearly As Much Of A Health Hazard To Women As It Is To Men".	253
Convocation Attendance By Changes In, "Several Ingredients In Cigarette Smoke Are Known To Cause Cancer".	254
Convocation Attendance By Changes In, "The Effects Of Pipe Or Cigar Smoking On Health Are About The Same As The Effects Of Cigarette Smoking".	255
Convocation Attendance By Changes In, "The Longer A Person Smokes The Greater Are His Chances For Developing Lung Cancer"	256
Convocation Attendance By Changes In, "Smoking Cigarettes Causes A Lowering Of The Blood Pressure"	257
Convocation Attendance By Changes In, "Air Pollution Is A Major Cause Of Lung Cancer".	258
Convocation Attendance By Changes In, "More Cigarette Smokers Than Non-Smokers Die From Heart Disease" . . .	259
Convocation Attendance By Changes In, "Nicotine Is A Poison"	260
Convocation Attendance By Changes In, "Mentholated Cigarettes Are Safer Than Non-Mentholated Cigarettes". . .	261
Convocation Attendance By Changes In, "People Who Smoke Can Be Expected To Die At A Younger Age Than People Who Do Not Smoke".	262
Convocation Attendance By Changes In, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered".	263
Number Of Pamphlets Read By Changes In, "Smoking Cigarettes Increases The Risk Of Dying From Respiratory Diseases Such As Chronic Bronchitis".	264 A
Number Of Pamphlets Read By Changes In, "Smoking Cigarettes Increases The Risk Of Dying From Respiratory Diseases Such As Chronic Bronchitis".	264 B
Number Of Pamphlets Read By Changes In, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer"	265 A

Number Of Pamphlets Read By Changes In, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer"	265 B
Number Of Pamphlets Read By Changes In, "Some People Experience Unpleasant Physical Symptoms When They Try To Stop Smoking".	266 A
Number Of Pamphlets Read By Changes In, "Some People Experience Unpleasant Physical Symptoms When They Try To Stop Smoking".	266 B
Number Of Pamphlets Read By Changes In, "Cigarette Smoking Reduces The Ability Of The Respiratory Tract To Rid Itself Of Impurities"	267 A
Number Of Pamphlets Read By Changes In, "Cigarette Smoking Reduces The Ability Of The Respiratory Tract To Rid Itself Of Impurities"	267 B
Number Of Pamphlets Read By Changes In, "Lung Cancer Can Be Cured In Most Persons Who Receive Good Treatment". . .	268 A
Number Of Pamphlets Read By Changes In, "Lung Cancer Can Be Cured In Most Persons Who Receive Good Treatment". . .	268 B
Number Of Pamphlets Read By Changes In, "Cigarette Smoking Is Not Nearly As Much Of A Health Hazard To Women As It Is To Men"	269 A
Number Of Pamphlets Read By Changes In, "Cigarette Smoking Is Not Nearly As Much Of A Health Hazard To Women As It Is To Men"	269 B
Number Of Pamphlets Read By Changes In, "Several Ingredients In Cigarette Smoke Are Known To Cause Cancer".	270 A
Number Of Pamphlets Read By Changes In, "Several Ingredients In Cigarette Smoke Are Known To Cause Cancer"	270 B
Number Of Pamphlets Read By Changes In, "The Effects Of Pipe Or Cigar Smoking On Health Are About The Same As The Effects Of Cigarette Smoking".	271 A
Number Of Pamphlets Read By Changes In, "The Effects Of Pipe Or Cigar Smoking On Health Are About The Same As The Effects Of Cigarette Smoking".	271 B
Number Of Pamphlets Read By Changes In, "The Longer A Person Smokes The Greater Are His Chances For Developing Lung Cancer".	272 A
Number Of Pamphlets Read By Changes In, "The Longer A Person Smokes The Greater Are His Chances For Developing Lung Cancer".	272 B

Number Of Pamphlets Read By Changes In, "Smoking Cigarettes Causes A Lowering Of The Blood Pressure"	273 A
Number Of Pamphlets Read By Changes In, "Smoking Cigarettes Causes A Lowering Of The Blood Pressure"	273 B
Number Of Pamphlets Read By Changes In, "Air Pollution Is A Major Cause Of Lung Cancer".	274 A
Number Of Pamphlets Read By Changes In, "Air Pollution Is A Major Cause Of Lung Cancer".	274 B
Number Of Pamphlets Read By Changes In, "More Cigarette Smokers Than Non-Smokers Die From Heart Disease"	275 A
Number Of Pamphlets Read By Changes In, "More Cigarette Smokers Than Non-Smokers Die From Heart Disease"	275 B
Number Of Pamphlets Read By Changes In, "Nicotine Is A Poison"	276 A
Number Of Pamphlets Read By Changes In, "Nicotine Is A Poison"	276 B
Number Of Pamphlets Read By Changes In, "Mentholated Cigarettes Are Safer Than Non-Mentholated Cigarettes"	277 A
Number Of Pamphlets Read By Changes In, "Mentholated Cigarettes Are Safer Than Non-Mentholated Cigarettes"	277 B
Number Of Pamphlets Read By Changes In, "People Who Smoke Can Be Expected To Die At A Younger Age Than People Who Do Not Smoke"	278 A
Number Of Pamphlets Read By Changes In, "People Who Smoke Can Be Expected To Die At A Younger Age Than People Who Do Not Smoke"	278 B
Number Of Pamphlets Read By Changes In, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered".	279 A
Number Of Pamphlets Read By Changes In, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered".	279 B
Reading Of Lawsuit Article By Changes In, "Smoking Cigarettes Increases The Risk Of Dying From Respiratory Diseases Such As Chronic Bronchitis"	280
Reading Of Lawsuit Article By Changes In, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer"	281
Reading Of Lawsuit Article By Changes In, "Some People Experience Unpleasant Physical Symptoms When They Try To Stop Smoking".	282

Reading Of Lawsuit Article By Changes In, "Cigarette Smoking Reduces The Ability Of The Respiratory Tract To Rid Itself Of Impurities"	283
Reading Of Lawsuit Article By Changes In, "Lung Cancer Can Be Cured In Most Persons Who Receive Good Treatment" .	284
Reading Of Lawsuit Article By Changes In, "Cigarette Smoking Is Not Nearly As Much Of A Health Hazard To Women As It Is To Men"	285
Reading Of Lawsuit Article By Changes In, "Several Ingredients In Cigarette Smoke Are Known To Cause Cancer".	286
Reading Of Lawsuit Article By Changes In, "The Effects Of Pipe Or Cigar Smoking On Health Are About The Same As The Effects Of Cigarette Smoking".	287
Reading Of Lawsuit Article By Changes In, "The Longer A Person Smokes The Greater Are His Chances For Developing Lung Cancer"	288
Reading Of Lawsuit Article By Changes In, "Smoking Cigarettes Causes A Lowering Of The Blood Pressure"	289
Reading Of Lawsuit Article By Changes In, "Air Pollution Is A Major Cause Of Lung Cancer".	290
Reading Of Lawsuit Article By Changes In, "More Cigarette Smokers Than Non-Smokers Die From Heart Disease"	291
Reading Of Lawsuit Article By Changes In, "Nicotine Is A Poison".	292
Reading Of Lawsuit Article By Changes In, "Mentholated Cigarettes Are Safer Than Non-Mentholated Cigarettes".	293
Reading Of Lawsuit Article By Changes In, "People Who Smoke Can Be Expected To Die At A Younger Age Than People Who Do Not Smoke".	294
Reading Of Lawsuit Article By Changes In, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered".	295

FINAL REPORT

Student Attitudes Toward Smoking

Background

Recent research efforts have contributed a substantial amount of evidence in validation of the hypothesis relating lung cancer and certain other pathological conditions to smoking. The Surgeon General's Office of the United States Public Health Service has made the results of these various studies public knowledge. There has not been, however, any appreciable change in the nation's smoking habits. Why the dissemination of such well documented research findings does not result in changes of attitudes and beliefs sufficient to alter behavior patterns in tobacco consumption is of major interest to those concerned with the nation's health.

A first step in answering that question is an investigation of the attitudes and beliefs presently held by the general public regarding the possible deleterious effects of smoking. The United States Public Health Service is currently making this first step.

An additional contribution to our knowledge of the factors related to attitude change resulting from exposure to new information could be acquired by studying the attitude and belief patterns of limited samples of individuals who have been purposely exposed to educational materials of various types (lectures, articles, pamphlets, etc.) which spell out in detail the known and suspected physiological consequences of smoking.

Conducting a limited study of this nature was the purpose of the present project.

Procedures

Population and Sample

The study population included the total student body of the University of North Dakota (those who were registered by September 28, 1964 when the sample was selected--approximately 5,300). The twenty percent random sample drawn from this population numbered 1,067.

Study Design

The basic design was experimental of the pre-test, post-test type. On October 7, 1964 a modified version of the U. S. Public Health Service "Survey on Health Behavior and Health Attitudes" (PHS-T278) questionnaire was administered to the sample (see Appendix A). Because of the requirement of Freshman English for all freshman at UND the questionnaire was administered to them in class. The upperclassmen were mailed questionnaires. Of the original sample (1,067), 832 returned their questionnaires. Forty-four were not adequately completed such that they could be included in the analysis and were therefore not used. This left a total of 788 (73.9%).

Following the pre-test, the experimental variables consisting of certain forms of educational materials, were made available on the campus of UND (see Appendix B). The educational program continued until the first of December 1964.

On December 7, 1964 the post-test questionnaire was administered following the same procedures as the pre-test except that the sample included only those who had returned adequately completed questionnaires during the pre-test (667-84.6% of the original 788 were usable). The post-test questionnaire consisted of the pre-test questionnaire, plus an additional page included to ascertain the degree of exposure each student had to the educational materials which were made available (see Appendix A).

The design for the analysis of the results was suggested by the U.S. Public Health Service presumably to insure comparability with other studies presently being processed. This consisted of using three major control variables: sex, college class, and smoking habits. These variables were cross-tabulated with the individual attitude and belief items on both the pre-test and post-test. Finally, response changes from pre-test to post-test were cross-tabulated with responses on the post-test which indicated the degree of exposure to the various educational materials made available.

The data analysis was designed to give as complete a presentation of findings as the rather limited scope of the project permitted. The discussion of the findings, therefore, includes a general analysis of the relationships between: student smoking habits and such variables as age, sex, college class, fraternity and sorority affiliation, etc., which appeared on the pre-test; student attitudes and beliefs about smoking with the three control variables, smoking habits, sex, and college class as reported on the pre-test; and finally, the degree of attitude and belief change between pre-test and post-test in relationship to the amount of exposure each respondent had to the educational material on smoking. Also included in the latter analysis was changes in smoking behavior by exposure to the information program.

Findings

Smoking Behavior-General (Pre-test)

Sex

As stated above, the pre-test n=788. Of these, 61.2 percent were males, 28.3 percent females (four students failed to respond to the item on sex). Predictably, there were more females who had never smoked (53.6%) than males (46.1%) and more heavy smokers among males than females (see Appendix C, Table 1).

Also predictable, in terms of recent national trends, there appears to be a larger percent of males giving up smoking than females, 7.3 percent for the males as compared to only 3.3 percent for females.

Class

Comparisons by class indicate that freshman are more inclined to have "never smoked" (51.3%) than are sophomores (50.4%), who in turn have more "never smoked" responses than juniors (47.4%), who again have more than seniors (42.4%). This trend is reversed for graduate students who almost equal freshman in never having smoked (50.5%). Selective factors operating in recruitment of the graduate level might well account for this reversal. These factors, however, have not yet been brought to light.

It is also of interest to note that not only do more and more students become smokers as they progress through college (this statement may well prove incorrect on a longitudinal study which follows each of the classes through the four years of college) but associated with this tendency is the tendency for the modal number of cigarettes smoked per day to increase, the freshman mode being at 1-9 cigarettes per day (17.0%), sophomore 10-19 per day (13.1), while the junior and senior modal average is 20-29 cigarettes per day (15.1% and 12.1% respectively). These figures, of course, could represent changing smoking behavior patterns in age groups rather than be indicative of changing patterns from the students' freshman to senior years. (See Appendix C, Table 2).

Age

As expected, smoking habits by age distributions follow a pattern similar to the breakdown by classes with the number of students who have never smoked being larger among the younger groups and a steady decrease in non-smokers as the age level increases. The exception to this trend is again at the upper ages where the percentage on "never smoked" responses increases (those over 30 years of age). One would expect, of course, that

the older students would be more likely enrolled in graduate school and hence their smoking habits would correspond to those of graduate students noted above. The modal number of cigarettes consumed per day also follows the same general trend found in the comparison of smoking habits and class rank with the quantity of cigarettes smoked increasing with increasing age (see Appendix C, Table 3).

Quitting smoking seems to be somewhat associated with the age variable. A negligible number of those students under 21 years of age indicated that they had quit (10 of 480 or 2.1%) while 5.6 percent of those 21 years old, 12.5 percent of those between 22 and 30 years of age, and 19.3 percent of those over 30 years old indicated that they had quit.

Major

The percentage distributions for smoking behavior by the students' various majors in college showed considerable variation. However, it should be noted that some of the percentages were based on relatively small frequencies. Those majoring in Fine Art more often responded with "never smoked" (73.7%) than any other group, with Secondary Education majors next (56.6%), then Biological Science (54.2%), Elementary Education (53.1%), "other" (48.8%), uncertain (43.7%), and Social Sciences (32.3%) in that order (see Appendix C, Table 4). The modal distributions for volume of cigarettes smoked in relation to major appeared to follow no particular pattern except, perhaps, that the fewer the respondents who had never smoked the larger the volume consumed for that group.

Although based on a very small frequency, it is interesting that there was a larger percentage of biological science majors who had stopped smoking (9.7%) than any other group. One could speculate that this may be due to these students more intimate knowledge of human anatomy and the possible harmful effects of smoking on certain vital organs.

Marital Status

Comparisons of smoking habits and marital status probably reflected to some extent, the age differences between the married and the single. Among those who were married, 39.1 percent responded that they had never smoked as compared to 50.7 percent among the single students. Conversely, more married students had given up smoking than had single students (13.3% and 4.3% respectively), which bring the percentage of non-smokers in each group more nearly equal (52.4% and 55.0% respectively). Married students appear to be somewhat heavier smokers than the single students with the modal volume 20-29 cigarettes per day for the former (18.0%) and 1-9 cigarettes per day for the latter (12.9%) (see Appendix C, table 5).

Social Sorority and Fraternity Membership

According to our data, students who belong to social fraternities and sororities are more inclined to smoke than do those students who are non-members (46.7% and 57.6% respectively). Non-members also have more frequent "quit smoking" responses (see Appendix C, Table 6). The modal average for quantity of cigarettes consumed is greater for the non-members but, the because the differences are slight and the member average is somewhat bimodal, variations do not appear significant.

Amount of Economic Self-Help

Again the percentage distributions may well be influenced by the age variable when comparisons are made between smoking habits and amount of financial self-help. The more economic self-help the fewer respondents who had never smoked and the heavier the volume smoked. The major exception to this trend is the group who indicated that they were furnishing "two-thirds to all" of their own financial support and these might possibly be the graduate students who also had a large distribution of non-smokers.

The puzzling finding is that the group who responded that they were supplying all of their own support had the lowest percentage of "never smoked" responses (43.2%) (see Appendix C, Table 7). This group also had the largest percentage of ex-smokers (11.9%).

Length of Time Smoking

Predictably, the volume of cigarettes consumed per day was found to be directly related to the length of time the respondent had smoked, with the heavier smokers having smoked a longer period of time (see Appendix C, Table 8).

Pattern of Inhaling

Again, the predictable distribution of heavier smokers more often being regular inhalers than the lighter smokers was found (see Appendix C, Table 9).

Type of Cigarettes

The data on type of cigarette smoked show definite relationships to quantity smoked. Heavy smokers apparently do not get sufficient satisfaction from filtered cigarettes. The percentage distributions indicate that the respondents who smoke either regular or king-size filtered cigarettes are inclined toward consuming fewer cigarettes per day than are those respondents who smoke non-filtered cigarettes whether regular or king-size (see Appendix C, Table 10).

Parent's Smoking Habits

An individual's smoking habits are clearly related to his parents smoking habits according to all of the published reports. The findings of the present study corroborate this fact. However, the relationship is not as striking as one might suspect. While 51 percent of the mothers who have never smoked have at least one college age progeny who has never smoked only 44.3 percent of the mothers who "regularly" smoke have a child of college age who responded that he or she never smoked. The percentage is even lower

for those mothers who smoke "occasionally" according to these data but the frequencies are rather small and therefore, perhaps, not too reliable. (see Appendix C, Table 11). Fifty-four and one half percent of the "never smoked" fathers had students in the sample who had never smoked while only 46.0 percent of the fathers who were "regular" smokers had "never smoked" respondents in the sample. Also, as might be predicted, there has been a marked increase in females who smoke between the two generations. The reverse is true for males. If respondents who have quit smoking are combined with those who have never smoked, a comparison of female students with all mothers of students in the sample yields a total of 56.9 percent non-smokers for the former and 69.3 percent for the latter (see Appendix C, Tables 1, 11). The opposite pattern emerges for comparisons between male students and fathers with 50.7 percent and 45.4 percent non-smokers respectively.

It should be noted that a comparison of mothers and fathers on "quit smoking" indicates that the results of the present study coincide closely with national trends. Nineteen and a half percent of the fathers were reported to have quit smoking while only 4.1 percent of the mothers were so reported.

Roommate's Smoking Habits

The relationships between the respondents smoking habits and the smoking patterns of their roommates was quite distinctive (Appendix C, Table 13 gives percentage distributions for roommate number I and Table 14 gives distributions for roommate number II). For both roommates I and II, the data indicate that if the roommate never smoked the chances were better than 56 percent that the respondent had never smoked. On the other hand if the roommate was a regular smoker then the percentage of respondents who replied that they had never smoked dropped to 37.8 percent for roommate I and 32.9 percent for roommate II.

It appears to be much easier to remain a non-smoker if one's close associates are also non-smokers.

Closest Friends' Smoking Habits

The truth of the above assertion is dramatically upheld by comparisons of the respondents smoking habits with "closest friends" smoking habits.

Nearly seventy-five percent of the respondents who reported that their closest friend had never smoked also asserted that they had never smoked as compared to only 26.5 percent of the respondents classifying themselves among those never having smoked when their closest friend is a regular smoker of cigarettes. The volume of cigarettes consumed followed the same general pattern with the heavier smokers more often having roommates who were regular smokers (see Appendix C, Table 15).

Steady Date or Spouses' Smoking Habits

The above relationships again appear in comparisons between respondent and his or her steady date or spouse. Fifty-four and one half percent of the respondents whose steady date or spouse had never smoked also reported themselves as never having smoked while only 31.0 percent of the respondents whose steady date or spouse were regular smokers reported that they too had never smoked. The modal number of cigarettes smoked per day was again greater for the respondents whose steady date or spouse was a regular smoker than for any other grouping (see Appendix C, Table 16).

Attitudes and Beliefs (Pre-Test and Post-Test)

Summary tables of total student responses to the various attitude and belief items on the research schedule are given in Appendix D, Tables 17, 19 for the Pre-Test, and Tables 18, 20 for the post-test. Each of the items are discussed individually in terms of the variations among groupings which constitute the control variables because of the numerical differences between total pre-test and post-test responses. Caution should

be exercised in drawing conclusions from these data where significant changes appear to have occurred between tests. One hundred and twenty-one students who completed the pre-test failed to complete the post-test which may well have introduced an important bias due to self-selection. The analysis of direction and degree of change is, therefore, not discussed until the final section where individual comparisons are made on those students who completed both pre-test and post-test schedules. The tables of response distributions for each of the items are presented in the Appendix in the following order: first, pre-test by sex; second, post-test by sex; third, pre-test by college class; fourth, post-test by college class; fifth, pre-test by smoking habits; and sixth, post-test by smoking habits. The table numbers for each item are indicated following the item.

Attitudes (see Appendix A, Item 25, a through n)

Cigarettes are Pleasurable (see Appendix D, Tables 21-26)

The total pre-test and post-test responses to this item were quite similar with nearly an even split between those who agreed and those who disagreed. There were nearly twice as many, however, who strongly disagreed as there were those who strongly agreed.

Males more often agreed with this statement than females while the latter more frequently responded that they neither agreed nor disagreed. Given the larger percentage of non-smokers among females this finding is understandable.

A direct relationship was found to exist between college class and the response that cigarettes are pleasurable. A steady increase in the frequency of positive responses appeared beginning with freshmen, 28.2 percent agreeing, to graduate students with 45.5 percent in agreement. Most of the variation in frequencies for positive responses were under "mildly agree" while the greatest variation in negative responses were in the "strongly disagree" category.

As might be anticipated, those who had never smoked were more inclined to disagree with "cigarettes are pleasurable" than were those respondents who smoked. However, the students who had quit smoking more often agreed to this statement than did the light smokers (1-9 daily). An increase in agreement can also be seen associated with an increased daily consumption.

Cigarettes do more good for a person than harm (see Appendix D, Tables 27-32)

The response distributions by sex show only slight variations for this item with males more often agreeing than females.

Responses were not differentiated greatly by college class with the exception of sophomores who had a somewhat more positive attitude than the other groupings.

Smoking habits appeared to be related to this item in that heavy smokers were more inclined to agree than were light smokers and non-smokers. Predictably, those who had quit smoking considerably more often disagreed with the statement that cigarettes do more good than harm, than did any other group. In general, there were decidedly more disagree responses for the total sample on this item than there were on the statement that cigarettes are pleasurable.

Cigarettes cost more than the pleasure is worth (see Appendix D, Tables 33-38)

A larger percent of females agreed with this item than did males (72.2% and 60.8% respectively).

More freshman strongly agreed than did sophomores who in turn had a larger percent of positive responses than did juniors, with graduate students having the smallest "strongly agree" responses. To some extent this might be related to the ambiguous nature of the item because the reverse trend is found for the response "neither agree nor disagree." It might at least be

hoped that graduate students would more often respond in a neutral manner to statements that are vague or which may have more than one interpretation.

In terms of smoking habits, the non-smokers more frequently "strongly agreed" that cigarettes cost more than the pleasure is worth than did smokers; heavy smokers less often than light smokers.

In general, there were relatively few in the total sample who disagreed (14.9%).

When I have children I hope they never smoke (see Appendix D, Tables 39-44)

Only 4.3 percent of the student sample disagreed with this statement. The distributions on sex were somewhat inconsistent with the last item discussed. Where more female respondents than males strongly agree that cigarettes cost more than they are worth, a larger percent of the male students strongly agreed with the statement "when I have children I hope that they never smoke" (58.0%) than did females (53.6%)

The variations in response by college class were not large when comparisons were made combining "strongly agree" and "mildly agree." However, there was a slight pattern apparent when the "strongly agree" response was examined alone. The percentage of "strongly agree" responses tended to decline slightly for each higher class beginning with freshmen on through seniors. At the graduate level a reversal appeared with graduate students more often strongly agreeing that they would not want their children to smoke, than any other group.

As anticipated, students who had quit smoking did not want their children to smoke, and none of them disagreed with this item. A larger percentage of those who had never smoked agreed than did any group of smokers. Nineteen and one half percent of the total group were undecided.

There is nothing wrong with smoking (see Appendix D, Tables 45-50)

Distributions on this attitude statement by sex showed little variation, the major variation being among those who strongly disagreed. The male respondents were more inclined to strongly disagree (36.4%) than were the females (27.5%). The differences were less apparent in the post-test.

Percentage distributions for college classes again reflected the influence of smoking habits. The graduate students (who also had a large percentage of "never smoked" responses) appeared to feel more strongly against this statement than any other group with 48.5 percent strongly disagreeing. Freshmen were next in line in terms of the percentage of strongly disagreeing (32.5%), and they too had a large percentage who had never smoked.

Consistent with the responses on other similar items, those who had quit smoking were considerably more often opposed to the statement that there is nothing wrong with smoking than were either the group who had never smoked or those who presently do. In turn, the respondents who had never smoked had a larger percent disagreeing than the percentage among the smokers. Strong agreement was also found to be positively related to the amount of cigarettes smoked per day. The post-test findings were somewhat inconsistent with the pre-test with fewer of the total disagreeing and some of the quitters strongly agreeing.

Smoking is a dirty habit (see Appendix D, Tables 51-56)

Approximately 56.3 percent of the female students at the University feel that smoking is a dirty habit as compared to only 43.8 percent of the male students. A sizable percentage of this difference could be accounted for by the undecided response where 23.5 percent of the males and only 16.9 percent of the females grouped themselves. These differences were not as marked in the post-test.

The responses to this item showed very little differentiation when cross-tabulated with college class.

The comparison of the item to smoking habits brought forth the usual patterns, i.e., the quitters had the largest percent of strong agreement, those having never smoked ranked second, and in general the responses of the smokers reflected the amount of cigarettes consumed.

There is nothing wrong with smoking as long as a person smokes moderately (see Appendix D, Tables 57-62)

Responses differentiated by sex demonstrated quite similar distributions with slight variations between those strongly agreeing compared to mild agreement and between strong disagreement and mild disagreement.

The major differences appearing among classes were again in the direction of more graduate students disagreeing with the statement. Freshmen, however, did not follow the usual pattern related to the high percent of them who had never smoked. Instead, they were more inclined to agree with the item than was any other group which perhaps, to some extent, reflects their age and relative lack of knowledge. This pattern, however, shows considerable change on the post-test where the freshmen responses correspond more closely to those of the upper classmen.

The cross tabulations of this item to smoking habits exhibited the same general patterns shown by the items previously discussed.

It should be noted at this point that the responses for those who smoke forty cigarettes or more per day often do not follow or are sometimes inconsistent with the general trends. In this instance they do, never-the-less, caution should be taken in interpreting the differences when they do appear because of the small frequencies in the forty and over category.

The same caution should be used for other small frequency groupings.

Smoking helps you to relax (see Appendix D, Tables 63-68)

The percentage differences in responses to the above assertion, between the sexes, were to some extent inconsistent with other item distributions. Females were more inclined to strongly agree (15.9%) than were the male students (13.4%). However, the overall responses for agree-disagree variations followed the typical pattern of males having a greater percentage in agreement than females. Males also appeared more inclined to neither agree nor disagree. The discrepancy was even greater for the second survey where a larger percentage of males agreed and the percentage distribution for the females in agreement declined.

The comparison utilizing the variable "class" resulted in some rather odd distributions. In combining the two agree categories, it appears that graduate students are less likely to validate the statement that smoking helps you to relax than are the other classes, with the freshmen being the second least inclined and the other three groups all having about the same percentage responding affirmatively. The reverse of this pattern does not prevail for those disagreeing. The reason for this, of course, can be seen in the uncommitted category where freshmen have the largest percentage of undecided responses with sophomores second, seniors third, the juniors and graduate students in that order. The responses on this item for the post-test are much less often found in the extreme position. This appears to be generally true for most items, i.e., the percentage distributions for the strongly agree and strongly disagree responses have a tendency to be smaller in the second survey.

Contrary to the findings on many of the other attitude items, those who have quit smoking are not quite so adamant in their disagreement with this item. Although, next to those who have never smoked, the quitters do

have the smallest percentage who strongly agree that smoking helps one to relax. They have the largest percentage who mildly agree with this statement. One could speculate that after experimenting the ordeal of quitting and all of the nervous tension involved they perhaps recall that at any point they could have reduced the tension by merely smoking a cigarette. The difference between those who had quit recently compared to those who had quit over a year ago also gives support to this speculation.

The smokers who strongly agreed followed the expected general pattern of a larger percentage for the heavy smokers and declining percentages as cigarette consumption decreases. Also, as might be anticipated, those who had never smoked were more inclined to be without an opinion regarding the truth of the item.

If parents smoke they should allow their children to smoke (see Appendix D, Tables 69-74)

Female students more often responded in the affirmative to this item than did their male counterparts (28.5% and 18.3% respectively). Although more female respondents hoped that their children never smoked than did males (see Table 38), more of the former felt that the parent's smoking legitimized the children's smoking than the latter. A relatively large percentage of both groups (36.4% - 34.8%), however, were undecided.

Freshmen were less in agreement with this item than the other classes, with graduate students a close second, then juniors, sophomores, and seniors most in agreement in that order. For all classes there was a large percentage of undecided.

Comparisons by smoking habits revealed the largest percentage of agreement for those who had quit, those having never smoked being second in "agree" responses, while all other groups responded similarly to each other.

Actually, the heaviest smokers had the greatest percentage in agreement but these figures were based on extremely small frequencies. Overall, nearly twice as many students disagreed with this statement than agreed.

Smoking is harmful to health (see Appendix D, Tables 75-80)

A larger percent of female students agreed with this statement (87.1%) than males 80.7%). Disagreement responses were about equal for both sexes and males out-numbered the females in being undecided (13.6% and 8.0% respectively).

Casting the agree categories together for comparison by class reveals general similarities of responses. Seniors were less apt to strongly agree but more inclined to mildly agree, thereby giving them a total of agree responses equal to the other classes.

The influence of smoking habits on responses to this item is shown by the high percentage of those who had quit smoking who strongly agreed with the statement that smoking is harmful to health. Those who had never smoked were again second in percentage frequency of strongly agree responses with volume of cigarettes consumed per day found positively related to the percentage distribution of responses falling in this category.

There is nothing wrong with a woman smoking a small cigar (see Appendix D, Tables 81-86)

Both sexes generally disagreed with the above statement. The small percent in agreement was nearly equal for males and females. The major differences appeared between the undecided response where males outnumbered females and the consequently larger percent of females who disagreed, largely distributed in the "strongly disagree" column (males 49.2%, females 58.3%).

Sophomores were less prone to agree that there is nothing wrong with women smoking small cigars than were their fellow students. Freshmen were

second from the bottom in agreement with graduate students and seniors most often in agreement. This might well reflect a general trend often found in other areas of attitudes; a liberalizing of opinions, or perhaps a pseudo-liberalism, which seems to emerge in the culture of the upper classmen, and which often recedes again following graduation.

However, the percentage of agreement is low. The strongly disagree category demonstrates a striking linear relationship with college class beginning with 57.7 percent of the freshmen and ending with 41.4 percent of the graduate students who felt inclined to respond in strong disagreement.

The general trend in response by smoking habits is similar to previous item trends, the major exception being the large percent of agreement for those who had quit smoking over a year ago (20.0%). It is also of interest that the undecided responses were very closely related to the amount of cigarettes smoked per day, which ranged from 14.0 percent for those smoking 1-9, gradually increasing to 37.5 percent for the "40 and over" smokers. Smoking makes one feel more sophisticated (see Appendix D, Tables 87-92)

The basic differences between the sexes on responses to this statement were in the undecided column where males outnumbered females, and the "strongly disagree" reply where the reverse held (males 28.8%, females 39.7%).

Agreement by class demonstrated curvilinear relationship commencing with 19.2 percent of the freshman agreeing, continuing up to 28.3 percent of the juniors and then back down to 18.2 percent of the graduate students who concurred with the statement that smoking makes one feel more sophisticated.

The differences in opinion by smoking habits were quite marked. Those students who had quit smoking, particularly the recent quitters, were highly inclined to agree with the item (32.0% of those who had quit over a year

ago and 50.0% of those who had quit less than a year ago). Those having never smoked were next in percentage of agreement, while most noticeable was the decline in agreement responses in relationship to volume of cigarettes consumed. It appears that the more cigarettes an individual smokes the less apt he is to obtain psychological satisfaction from smoking.

Smoking helps you to control your weight (see Appendix D, Tables 93-98)

The excess of females agreeing with this statement over males may well symbolize the more general concern for weight problems and its effect upon appearance among females. The fair sex were more often in agreement (48.6%) and less often undecided and/or in disagreement than were male students (total male agreement 35.0%).

Comparisons by class did not result in significant differentiation among groupings. The graduate students more often disagreed than did the others and the freshman most often were uncommitted.

Responses by smoking habits demonstrated some patterns which invite speculation. For example, those who had quit showed a larger percent in agreement with this item, perhaps because, as is often the case with those who give up smoking, food becomes an oral substitute for smoking with subsequent weight gain. Among smokers the trend for "strongly agree" responses followed a linear pattern ranging from 9.7 percent for the light smokers (1-9 cigarettes per day) to 25.0 percent for the heaviest smoker. Control of weight is, of course, a commonly heard justification for retaining the habit.

Women should not smoke while walking down the street (see Appendix D, Tables 99-104)

Of interest would be a regional comparison for responses to the above statement. An almost unbelievably large majority of students agreed that women should not smoke on the street. This finding could well be related to the predominantly rural background of the student body at the University of North Dakota. Of even greater interest is the excess of females over males who strongly agreed to the item (females 87.1%, males 52.5%), perhaps suggesting that the double standard so often condemned by women is, to a considerable extent, perpetuated by them.

The before mentioned liberalizing influence of higher education is almost completely missing in the percentage distributions by class with a tendency for tolerance to women smoking on the street to decrease with increasing educational levels, the major exception being at the graduate level where the number of undecided responses to a degree reduces the volume of agreement. There is a definite tendency from the pre-test to the post-test for gravitation from the extremes toward the undecided column. This, however, seems to be a general trend on most items and should be interpreted with caution.

The distributions by smoking habits are somewhat difficult to account for, particularly between the two groups who have quit smoking. Those who had quit over a year ago were much less inclined to strongly agree with the item (52.2%) than the group who had quit less than a year ago at the time of the pre-test (75.0%). The percentage responses, of course, were based on relatively small frequencies. There was a general relationship of percentage distributions found among the groups who smoked, with light smokers more often agreeing than heavy smokers.

Beliefs (see Appendix A, Item 26, a through p)

Smoking cigarettes increases the risk of dying from respiratory diseases such as chronic bronchitis (see Appendix D, Tables 105-110)

The difference between males and females in the student body who considered this statement true was slight (1.3% difference) with males predominating. It was somewhat larger for "false" responses (2.3%) difference with females more often denying the statement's validity. For the total, only 5.2 percent believed the item to be false while 23.7 percent were undecided. Pre-test--post-test comparisons demonstrated a drop in both "false" and "undecided" responses accompanied by an increase in the "no data" category. The second survey also showed a sizable increase in total affirmative responses over the pre-test (from 70.3% to 74.8%). This appears to constitute somewhat of a general trend throughout the findings on belief items on first and second survey comparisons (see Summary, Tables 18,20).

Oddly enough, cross tabulations with class indicated that freshmen were more inclined to believe the statement valid than was any other level (76.6%) with seniors less apt to assent (61.4%). Seniors were also most frequent respondents to the undecided column (31.8%).

Contrary to expectations, comparisons of this item by smoking habits revealed a higher percent of those students who quit smoking over a year prior to the pre-test assenting than the group who had quit less than a year before the pre-test. The Surgeon General's report had become public knowledge somewhat less than a year before the first survey and therefore it would seem probable that the group who had quit smoking most recently would be more likely to have been influenced by the report and hence more inclined to respond in the affirmative to this and similar statements than would those who quit smoking before the report. This conundrum is repeated

on the large majority of belief items. However, as mentioned several times before, these percentages are based on small frequencies and should be evaluated with that in mind.

The general tendency for "true" responses for smoking habit comparisons on the above statement range from larger affirmative percentages for the light smokers to smaller percentages for the heavy smokers. This relationship does not constitute a consistent pattern, however, nor does the reverse relationship appear in the negative responses.

The most marked changes from the pre-to the post-test were found in increases in the percentage of "true" responses for those never having smoked (6.4%), the group smoking 20-29 cigarettes per day (6.7%), and the largest increase appearing for those who smoked 30-39 cigarettes daily (22.8%). The "forty and over" smokers reversed this trend with a 32.2 percent reduction in "true" responses from the first to the second testing.

Cigarette smoking is not a major cause of lung cancer (see Appendix D, Tables 111-116)

Again the males outnumbered the females in frequency of affirmative replies (13.4% and 10.9% respectively). On the other hand, they also led the female respondents in the percentage of negative responses, the differential, of course, appearing in the undecided column.

Distributions by class revealed a gradual decline in "true" responses from freshmen to seniors with an increase again at the graduate level. Seniors were more inclined to be undecided than were their fellow students. On the post-test the distribution becomes curvilinear.

The relationship of responses by smoking habits is most prominent among heavy smokers. There is a gradual, but slight, increase in the percentage of positive responses as volume of cigarette consumption increases but of

more significance is the rapid decline in "false" responses and the concomitant increase in undecided percentages as smoking consumption increases. The exception again is the over forty cigarettes per day group. It seems that the heavier smokers, while not being able to honestly attest to the validity of this statement, cannot on the other hand, because of their commitment to smoking, admit to the statement being false.

Some people experience unpleasant physical symptoms when they try to stop smoking (see Appendix D, Tables 117-122)

It would be expected that males would more often agree with this statement than females given the larger percentage of the former who smoke and also the fact that more males have quit smoking. That this is the case is revealed in Table 117 where 69.3 percent of the males gave a positive response as compared to 63.9 for the female students. There was also a larger percent of the latter who were undecided (males 24.2%, females 18.1%).

It should also be expected that a positive relationship would appear when the comparison of "true" responses by class was made. Generally speaking this relationship was found, the exception being freshmen. For some reason, the freshmen class, although having a larger percent of those students who had never smoked, had the largest percent who believed that stopping smoking is accompanied by unpleasant physical symptoms.

The rather strange distributions found in the cross tabulations of smoking habits with this item could possibly be accounted for to some extent by the word "physical" in the statement. The group having the largest percent falling in the "true" column was that group who had never smoked (72.3%) (discounting the 40 per day smokers whose total $n=8$ in the pre-test). The two groups who had quit smoking were next in order of percentage of "true" responses and the smoking groups, quite similar to each other, were last.

The distinction between physical and psychological symptoms perhaps confused many of the students.

Cigarette Smoking reduces the ability of the respiratory tract to rid itself of impurities (see Appendix D, Tables 123-128)

Females were more inclined (by only 2.6 percentage points: females 70.9%, males 68.3%) to believe this statement to be true than males.

The differences by classes were not striking. However, graduate students more often gave positive responses (71.7%) than did the undergraduates.

Distributions by smoking habits were somewhat erratic with the highest percent of "true" response for those who quit over a year prior to the first survey (76.0%) and the lowest for those who had quit less than a year (55.0%).

Lung cancer can be cured in most persons who receive good treatment (see Appendix D, Tables 129-134)

A larger percent of male students responded in the affirmative to this statement (22.4%) than did females. The undecided response was quite large for both groups (38.1% and 39.7% respectively).

The distributions by class showed no particular pattern on this item.

Smoking habits did not appear to differentiate between or among subgroups on this item in any patterned way with the possible exception that, in general, more of the respondents who smoked seemed inclined to be undecided than their non-smoking classmates. The "undecided's" increased from the pre- to the post-test.

Cigarette Smoking is not nearly as much a health hazard to women as it is to men (see Appendix D, Tables 135-140)

Responses of males and females were very similar for the above statement. The major differences being in the "false" and "undecided" columns where males

outnumbered the females in the former (66.7% and 63.9% respectively) and females had the largest percent in the latter (female 25.8% undecided--male 23.1% undecided).

Cross tabulations by class also revealed similar ties among groups on positive responses. Seniors more often than their fellow students believed this statement true while graduate students most often believed it false. There was a larger percent of freshmen undecided than there was in other classes. Of the total, in the pre-test 9.8 percent believed smoking to be less a health hazard to women than to men, perhaps because their judgment was based on the knowledge that fewer women smoke than men!

The heavy smokers had the largest percent in affirmative responses to this item and those who quit were lowest. The large increase in "undecided" responses from the first survey to the second may attest to the ambiguity of the item (from 24.1% to 46.8%).

Several ingredients in cigarette smoke are known to cause cancer (see Appendix D, Tables 141-146)

Males somewhat outnumbered females in the percentage of positive responses to this statement (60.7% to 57.6% respectively). The percentage of negative responses was similar with female students more often being undecided (29.8% as compared to 26.8% undecided for males).

"True" responses by class follow a linear relationship for the undergraduates which perhaps reflects the uncritical thinking typical at the lower college levels. Use of the word "cause" soon becomes taboo or at least questionable after repeated exposure to classes in philosophy and the social sciences. That this may account for relationships found on many of the beliefs items is readily apparent in the converse association appearing in the "undecided" responses. Speculating on the graduate students' reversal

of this trend is not so easy. The selective factors operating at the graduate level certainly contribute to these differences, but how?

Again the comparisons on smoking habits result in some rather peculiar distributions. The group that had quit over a year most often gave assent to this item (84.0%) while those who smoked 20-29 cigarettes per day were least inclined to subscribe to the truth of the statement (49.5%).

The effect of pipe or cigar smoking on health are about the same as the effects of cigarette smoking (see Appendix D, Tables 147-152)

The differences in distributions by sex were small. More females were undecided (in terms of percentages, 17.2% as compared to 14.8% for males) and more males placed themselves in the "false" category. The "are about the same" appearing in this item is somewhat misleading, but even so, the large percent of the total group who responded "true" on this item (13.2%) represents either a significant denial of the evidence which has accumulated on the subject or at least a definite lack of exposure to the evidence.

All of the three possible responses followed a curvilinear relationship on comparisons by class with juniors having the smallest percent who affirmed the statement's truth (11.8%) and the largest percent who denied the validity of the statement (72.4%). This distribution was almost reversed on the post-test.

"Smoking habit" comparisons revealed little in terms of meaningful relationships.

The longer a person smokes the greater are his chances for developing lung cancer (see Appendix D, Tables 153-158)

The vast majority of both sexes held this statement to be true (84.5%) or were undecided about its truth (12.4%) the females more often placing

their vote in the latter category (13.6%) than did the male students (11.7%).

The male and female responses were almost identical on the post-test.

Comparisons by class showed only minor differences, with sophomores and seniors least prone to affirm the statement and most inclined to be undecided.

Distributions by smoking habits found those who had quit over a year prior to the first survey most in agreement (92.0%) and the group who smoked 30-39 cigarettes per day least in agreement (75.0%). This latter group also had the largest percent who were undecided (25.0%).

Smoking cigarettes causes a lowering of the blood pressure (see Appendix D, Tables 159-164)

Response differences were generally slight for comparisons by sex, the most pronounced being for the undecided where females had 66.2 percent and male students 64.8 percent.

Classes were differentiated on this item by their various percentages who chose the "false" response. Beginning with the freshmen, the percentage range of negative responses goes from 17.7 percent to 34.3 percent for graduate students in an almost perfect relationship. Given the similarity of distributions in the "true" column, the converse relationship appears in the undecided category. The total distributions again emphasize the lack of exposure (or perhaps a denial) to the factual evidence available.

Even those who have quit smoking do not appear to be any better informed than those who still smoke. Factors other than cognitive awareness of the possible harmful effects of smoking seem to operate in the decision to smoke or not to smoke.

Air pollution is a major cause of lung cancer (see Appendix D, Tables 165-170)

Males were more prone to agree and to disagree with the above statement than were females, the latter more often being undecided (61.3% of females undecided as compared to 55.6% of males).

The responses by sex were somewhat more uniform on the second survey.

Juniors were least inclined to assent to this item (17.8%) and had the largest percent of undecided responses (61.2%). Graduate students, conversely had the largest percent of "true" responses and the lowest percent of undecided (47.5%). This pattern held on both pre- and post-tests.

Although there were considerable differences in percentage distributions on comparisons by smoking habits no meaningful patterns appeared.

More cigarette smokers than non-smokers die from heart disease (see Appendix D, Tables 171-176)

Again the male respondents outnumbered their female counterparts in affirmative replies to the above item (49.8% and 41.7% respectively). The negative responses were similar with the differential appearing in the undecided column.

Seniors were less aware of the truth of this statement (42.4%) than the other classes oddly enough, with freshmen second in positive responses (45.3%) and graduate students most aware of the statement's validity (53.5%).

Comparisons by smoking habits revealed part of the pattern which had been hopefully anticipated but not as yet realized, i.e., both groups who had quit showed a much greater propensity to affirmative responses than other groupings (60.0% of each group who had quit). Perhaps it takes a particular type of information to influence one's smoking habits. Each of us has our own peculiar fears about disease and illness and therefore are not significantly affected by general information programs related to health until we become

aware that there is a danger of falling heir to a particular illness which we secretly fear, then our behavior is influenced. In any event, those who had quit smoking were considerably more aware of the truth of the statement relating smoking and heart disease than were the other groupings (again the 40 and over smokers were the largest affirmers but based on an n=8).

Nicotine is a poison (see Appendix D, Tables 177-182)

Males were much more inclined to agree with this statement (67.1%) than were the female respondents (54.0%). A larger percent of females thought the item false and were more inclined, in terms of percentage, to be undecided.

Affirmation regarding the validity of "nicotine is a poison" was found closely related to class. The range of "true" responses varied from 58.9 percent for freshmen to 77.8 percent for graduate students. The converse of this relationship appeared for "false" responses.

In terms of smoking habits, those who had quit for over a year appeared more aware of the poisonous properties of nicotine, as they have appeared generally more aware of the medical research findings on smoking, than the other groupings. Other patterns in the distributions of responses did not fit the preconceived assumptions except that those who consumed between 30-39 cigarettes per day had the highest percent who felt the statement to be false (20.0%) and also the highest percent of undecided responses (50.0%). One might suspect that this group, in order to justify their continued heavy smoking deny the possible harmful ingredients of cigarettes. On the other hand, the opposite interpretation is conceivable, i.e., the reason they continue to smoke large quantities of cigarettes is because they do not realize the existence of the harmful ingredients. In either case, the post-

test indicated a major switch of responses for this group to "true."

Mentholated cigarettes are safer than non-mentholated cigarettes (see Appendix D, Tables 183-188)

The female students again outnumbered (13.9% the males (5.4%) in positive responses to this statement. It has been apparent throughout the belief items that, although considerably more male students at UND smoke than female students, the former are much more aware of the health hazards in smoking and also more aware of the general medical evidence related to smoking than are the latter. The differences in positive response by sex on this item diminish somewhat from the pre- to the post-test. However, the percentage of male "undecided" responses increase considerably (pre-test 39.5%, post-test 57.9%).

"True" responses by class show definite converse relationship with 13.2 percent of the freshmen assenting, then gradually declining through sophomores, juniors, and seniors and reaching the lowest percent at the graduate level (2.0%). The percentages in the "false" column show a reversal of this pattern.

Comparisons by smoking habits revealed that those who had never smoked (10.9%) and the light smokers who smoke 1-9 daily (16.1%) were more often inclined to feel that the statement was true than the other groupings. A striking relationship appeared in the "false" responses among smokers. The more cigarettes smoked the higher the percent who believed the item to be false (the range extending from 50.5% for the "1-9 smokers" to 87.5% for the "40 and over" group). In this instance the "undecided" column demonstrated the converse relationship for smokers.

Total percentages remained relatively constant between the first and second testing but a considerable number of changes appeared among individual groupings.

People who smoke can be expected to die at a younger age than people who do not smoke (see Appendix D, Tables 189-194)

Again the males seemed more aware of the research evidence (41.6% - "true") than the female students (35.8% - "true"). The "undecideds" were about equal for the two groups.

Distributions by class did not show any great differences although the seniors (41.7%) and graduate students (43.4%) had larger percentages in the "true" category than their classmates. The latter also had the smallest percent of "false" responses (20.2%). The post-test revealed much more of a linear positive relationship between classes and assent to this statement.

As might well be expected, those who had quit smoking had the largest percentages who believed this item to be true (with the exception of the "40 and over" group where $n=8$) than the other groupings (48.0% for those who had quit at least a year prior to the first survey and 45.0% for those under a year). The percentage of "true" responses for the smokers did not differ greatly between groupings. The largest percent of "false" responses appeared for the group who smoked 30-39 cigarettes daily (45.0%) thus, perhaps, again representing denial.

The general pattern from the pre- to the post-test was an increase in positive responses and a decrease in negative affirmations with "undecided" remaining about the same.

The health hazards of smoking are greatly reduced by smoking cigarettes which are filtered (see Appendix D, Tables 195-200)

Although this statement may be true there is little if any evidence to substantiate it. The female students, however, consistent with their previous

lack of awareness of the existing research evidence, had a larger percent who gave an affirmative response to this statement (20.6%) than their male counterparts (17.7%). The discrepancy became greater on the second survey where the percentage of positive responses decreased for the males and increased for the females.

Class Distributions indicated the usual pattern with the number of "true" responses generally diminishing from the freshmen to the graduate level. The seniors were more often "undecided" (42.4%) than their classmates. Interestingly, freshmen were even more inclined to believe the truth of the item on the post-test while graduate students were less so inclined.

Cross tabulations with smoking habits revealed differential responses between the smokers and non-smokers. The lowest percentages of "true" responses were among the latter and the highest among the former, with the "30-39 daily" consumers of cigarettes having the largest percent of positive responses (40.0%) and those who had quit less than a year prior to the study the lowest (10.0%). There was a radical reversal of these two groups' responses on the post-test but the frequencies upon which the percentages are based are much too small to be meaningful.

Changes in Attitudes, Beliefs and Smoking Behavior From Cigarette Smoking and Pre-Test to Post-Test

For this section of the report only those students who had completed both the pre-test and the post-test were included (62.1% of the original sample). Changes or lack of change in response were tabulated for each student, then cross tabulated with exposure or non-exposure to the various information on the effects of smoking which was made available to them. The total for these comparisons was 663 except for the comparisons on changes in smoking habits which was 664. One addition was made to the latter because

of receiving a second page of one post-test schedule which included the information for these tables but which lacked the first page containing the attitude and belief items.

The findings will be presented in the following order: 1) changes in smoking habits by each phase of the information program, 2) changes in attitudes by each phase of the program, and 3) changes in beliefs by each phase of the program.

The information program consisted of three major parts: A convocation lecture on smoking by Senator Maurine Neuberger of Oregon, a series of pamphlets obtained from various sources (see Appendix B for titles) which described in some detail the known and suspected effects of smoking, and a movie entitled "One in 20,000" which graphically illustrated the possible harmful consequences of smoking.

At a point about midway between the first and second surveys an article appeared in the local newspaper which told of an unsuccessful attempt on the part of the relatives of an individual who had died of lung cancer to get a settlement from one of the cigarette manufacturing companies which the suit held to be responsible for the persons's death. The jury's verdict was to the effect that no causal relationship had ever been proven between cigarette smoking and lung cancer.

Because of the possible influence this article might have on the attitudes, beliefs, and smoking habits of the study sample, a question was added to the post-test to determine how many of the students had read the piece. The responses to this item were then included in the analysis of the data.

Changes in Smoking Behavior (see Appendix E, Tables 201-204)

Information on changes in smoking habits was taken from Item 8 on page

two of the second survey schedule (see Appendix A) rather than by calculating changes for each individual by comparing (pre-test and post-test responses to the items on smoking habits. Perhaps such a comparison should be done in any future, more complete, analysis.

Due to the limited nature of this analysis, the specific effect which each part of information program had on smoking behavior could not be ascertained. No controls were used. Therefore, the reader should be cautioned about attributing casual relationships to apparent changes in behavior. In addition, the small frequency distributions upon which the percentages are based should again be noted.

Although the differences were very small, there were more changes in smoking behavior among those who attended the convocation on smoking than for those who did not attend (see Appendix E, Table 201). Of those who attended 4.7 percent stopped smoking (3.3% of the non-attenders stopped) and 8.8 percent reported that they smoked less than before (6.9% of the non-attenders smoked less). On the other hand 5.9 percent of those who did not attend the convocation smoked more at the time of the second survey as opposed to 4.1 percent of those who did attend the convocation.

Because of the small frequencies which resulted when the number of pamphlets read was spelled out in the cross tabulations, a comparison was made between those respondents who had not read any of the pamphlets and those who had read one or more (there were eleven in all, see Appendix E, Table 203). The comparison between readers and non-readers indicated that the former had more changes in smoking habits than the latter. The changes were not, however, always in the expected direction. More readers (10.7%) than non-readers (5.8%) reported that they cut down on their smoking but more of the former (6.5%) than the latter (4.9%) also revealed that they

smoked more at the time of the post-test than they did at the time of the pre-test. Other changes in smoking habits were nearly identical for the two groups.

Although the frequency distributions were rather small on the comparisons between those who did and those who did not attend the movie "One in 20,000" the differences were quite marked. Only 53.9 percent of those who attended reported "no change" in smoking habits while 79.2 percent of the non-attenders responded "no change." More of the attenders quit smoking (7.7%) than did those who did not attend (3.5%) and considerably more of the former reported that they smoked less at the time of the second survey (38.5%) than did the latter (6.8%). The reader must be made aware, however, not only that these frequencies are very small but that self-selection factors were certainly operating in the decision to attend the movie.

Selective factors were no doubt also active in the student's decisions to read the newspaper article pertaining to the court case on smoking. Those who read the article were more inclined to smoke less than before and less inclined to smoke more than before (see Appendix E, Table 205).

Changes in attitudes and attendance at the convocation lecture on smoking
(see Appendix E, Tables 206-219)

Because of the difficulty in attempting to record all of the changes which could conceivably occur given the possibility of five different responses on each of the two surveys, it was decided that the differences in responses between pre- and post-test be limited to: "No change agree" where the respondent agreed initially and also agreed on the second testing, in each instance, however, his response must be the same in both pre- and post-test, i.e., if he "strongly" agreed on the first he must "strongly" agree on the second, "No change neither agree nor disagree" when the

respondent had been undecided in both tests; "No change disagree" meant that the respondent strongly disagreed on the first test and also strongly disagreed on the second test, or he mildly disagreed on the first test and again mildly disagreed on the second test: "Change from agree to disagree" only indicates that the second response was a movement in the direction of "Disagree," e.g., a change from "Strongly agree" to "Mildly Agree" would fit into this category; "Change From Disagree To Agree" is, of course, the reverse of the last category discussed, i.e., any change in the direction from "Disagree" to "Agree."

On neither the attitude nor the belief items was any attempt made to cross-tabulate changes with attendance at the movie on smoking because of the extremely small number of students who saw the movie (13 in all). In addition, as before, comparisons on number of pamphlets read were made after combining categories to include only those who had read one or more as opposed to those who had read none. The breakdown by number of pamphlets read appears in separate tables following each of the combined category tables, but the frequency distributions were rather small and it seemed more fruitful in this limited analysis to combine them.

Comparisons between respondents who attended the lecture on smoking and those who did not revealed more changes in attitudes, generally speaking among the attenders than the non-attenders. Only on attitude items "g" and "i" was the percentage of changes greater for those who did not attend the convocation (see Appendix E, Tables 212, 214). And, peculiarly, the general proclivity for both groups was for the change to be in the direction of a more positive or favorable attitude toward smoking. On the other hand, when comparisons were made on individual items between the percentage who changed to a more negative attitude toward smoking and the percentage who changed toward a more positive attitude, the attenders were

found to have a negative change excess on a greater number of items than the non-attenders. The students who heard the lecture had an excess or larger percentage of negative over positive attitude changes on six of the fourteen items (see Appendix E, Tables 208, 209, 211, 212, 215, 218) as compared to only three negative excess items for the students who did not hear the lecture (see Appendix E, Tables 206, 211, 215).

The excesses were not large, however, and one must perhaps conclude that the lecture had only minimal if any effect on the attitudes of the students who attended.

Changes in attitudes and number of pamphlets read (see Appendix B, Tables 220A - 233B).

Using the same type of analysis on comparisons between changes in attitudes by reading or not reading the pamphlets which were made available to the students gives rather ambiguous results. Again, there was a relatively large percentage of students who shifted their attitudes in one direction on the other but there is a total lack of any patterned relationship. On eight of the fourteen items the respondents who had read one or more pamphlet had a larger percent who changed their attitudes than those who had read none of the pamphlets (these include the items found in Tables 221, 222, 223, 226, 227, 229, 230, 231, in Appendix E). However, those who had not read any of the handouts were more inclined to have an excess in percentage of changes in the direction of negative attitudes (see Appendix E, Tables 220, 222, 225, 226, 230, 231) than those who had read one or more (see Appendix E, Tables 223, 225). Although both groups showed a tendency for changes which reflected more favorable attitudes toward smoking the readers demonstrated an excess of favorable changes over unfavorable or negative changes on twelve of the items as opposed to only eight favorable excess

changes for the non-readers.

It must be concluded that, not only did the reading of information pamphlets have a negligible positive effect in terms of producing attitude changes against smoking but it might well have had a contrary effect in view of the finding that those who did not read the material more often changed their attitudes in a negative direction than those who did read the material.

Changes in Attitudes and Reading of Lawsuit Articles (see Appendix E, Tables 234-247)

Findings were again somewhat ambiguous when comparisons were made between those students who read the lawsuit article in the local paper and those who did not. The percentages of changes in attitudes were generally comparable between groups. An item by item analysis revealed the non-readers to have larger percent change on eight items (see Appendix E, Tables 234, 235, 239, 240, 242, 245, 246, 247) than those who read the article as compared to only six attitude items where the largest percent change was for the latter group (see Appendix E, Tables 236, 237, 238, 241, 243, 244).

Considerations in terms of an excess in percentage of favorable or positive attitude change to negative or unfavorable attitudes toward smoking revealed the same, almost random, distributions. For both groups the excess of percentage change to favorable attitudes predominated. The non-readers more often had excesses of percentage changes in the negative direction than the readers of the article (to reiterate: excess is determined by comparing the amounts of percentage difference between changes that reflect a more favorable attitude toward smoking and those changes which reflect a less favorable attitude. That percentage which is greater is then described as having an excess over the smaller percent change). The

non-reading group had an excess of negative changes on six attitude items (see Appendix E, Tables 234, 235, 237, 239, 240, 244) compared to five items for the readers where an excess in the direction of unfavorable attitudes was revealed (see Appendix E, Tables 236, 239, 240, 242, 246).

Once again it must be inferred that specific cognitive information has little if any effect on attitude changes in the area of smoking.

Changes in Beliefs and Attendance at the Convocation Lecture on Smoking

(see Appendix E, Tables 248-263)

Before commencing the discussion of findings on changes in response to the so-called belief items a brief explanation of how the comparisons were made and analyzed is in order. Because of the responses being limited to three alternatives--"true, false" and "undecided"--it was possible to do an exhaustive comparison of pre-test and post-test responses for presentation in the tables. However, a complete item by item analysis and discussion on these various combinations would take more time and space than the scope of the study permits. It was therefore decided that the narrative analysis would be limited to a comparison between groups, those who were exposed to the available information and those who were not, in terms of: 1) The number of items on which each group surpassed the other in largest percent of changed beliefs, 2) whether the largest percent of changes were in the direction of agreeing with the best scientific evidence available or, conversely, reflected a lack of awareness of the evidence.

To do this it was first necessary to examine each of the belief items and ascertain what the "correct" answer should be. It must therefore be noted that some of the statements still lack conclusive proof and that the judgment made regarding their "correctness" was for the sake of analysis.

Those items postulated "true" were a, c, d, g, i, k, l, m, o, all other

belief items were judged "false" (see page 2 of the research schedule, Appendix A).

In general, those students who attended the convocation had smaller percent change on more belief items than the non-attenders. On ten of the sixteen items the percentage of change in beliefs from the pre-test to the post-test was less for the attenders than it was for those who did not hear the lecture (see Appendix E, Tables 248, 250, 251, 252, 254, 255, 256, 261, 262, and 263 for the comparisons on these ten items). However, an analysis of the direction of change revealed a different pattern. On all but one item (item h) the changes found for the attenders showed a larger percent change in the direction of accord with the evidence. In other words, those who heard the lecture and then changed their opinion on the validity of the belief items more often changed their responses to correspond to the "truth" rather than in the direction of "error." The non-attenders similarly more often had a larger percent change in the correct direction, for fourteen of the sixteen items (items e and k were the exceptions).

The most significant difference between the two groups was on the change to "undecided." The attending respondents had two items (e and f) where the percentage change was greater for "undecided" than for either "true" or "false," while the non-attenders had "undecided" as the largest percent change on nine of the sixteen belief statements (items e, g, h, j, k, l, n, o, p) (see Appendix E, Tables 252, 254, 255, 257, 258, 259, 261, 262, 263).

The degree to which the lecture directly influenced these changes is of course impossible to determine but it is highly doubtful if the changes were as much a direct result of the information received at the convocation as it was perhaps the interest engendered by the Senator's speech which led to further investigation and more extensive reading on the part of those who

attended. The lecture did not have the type of cognitive information which would correct mistaken factual ideas about the possible harmful effects of smoking.

The preponderance of changes to "undecided" among those who did not attend the convocation is of special note in that it may reflect a lack of more extensive investigation on the subject of smoking for those who did not hear the Senator speak.

Changes in Beliefs and Number of Pamphlets Read (see Appendix E, Tables 264-279)

The comparison on changes in belief item responses between the student who read one or more of the pamphlets on smoking and those who had not read any revealed similar patterns to those found on convocation attendance. In this comparison, however, those who had read one or more of the pamphlets appeared to have a greater propensity to change their beliefs than the non-readers. On only six of the sixteen items did the readers have a larger percent than the non-readers who repeated their pre-test response on the second survey (see Appendix E, Tables 264, 266, 268, 270, 272, 275). As with the convocation comparisons, both groups much more frequently had a larger number of items where the excess percentage was in the direction of "correct" responses (item h for the readers and item k for the non-readers. See tables 271, 274). But again, the non-readers like the non-attenders considerably more often had their largest percent of change to "undecided." The non-readers of pamphlets had the greatest percent of changed responses in the "undecided" column on eight items (e, f, g, h, j, k, o, p) while the readers only changed to this response in greater percentages on four items (e, f, h, j) with item (g) having equal percentage changes for "correct" and "undecided."

It would appear that many of those students who did not read the anti-smoking pamphlets somehow discovered that their responses to the belief items on the first survey were not entirely correct and yet they had encountered no printed evidence to the contrary which would enable them to affirm the contrary position.

Changes in Beliefs and Reading of the Lawsuit Article (see Appendix E, Tables 280-295)

The findings on the cross-tabulation between the students who had read the lawsuit article in the local paper and those who had not were quite similar for both groups. The readers of the article were somewhat less prone to change their responses as measured by the number of items where their percentage of change was less than the non-readers. The latter group had less change on seven items (see Appendix E, Tables 280, 281, 286, 287, 289, 290, 291) as compared to less change on nine items for the readers.

The number of items where an excess of percentage changes appeared in the "undecided" column was equal for both groups. Those who read the article had an excess of "incorrect" over "correct" changes on two of the items (b and h) as compared to only one for the non-reader (this one item "e" had an equal percentage change for both "undecided" and "incorrect," see Table 281).

Of special interest is item b (see Table 281). The newspaper article explicitly stated that the trial jury concluded that the causal relationship between smoking and lung cancer had never been proven and that the jurors must therefore, decide in favor of the defendant -- a cigarette manufacturing company. Belief item b states: "Cigarette smoking is not a major cause of lung cancer." Those who read the article had an excess of percentage changes to "true" which is an "incorrect" response while those who did not read the

There were more male students who smoked than females but a larger percentage had an excess of "false" changes which is the "correct" response. The non-readers were also more inclined to retain their original "false" responses (48.2%) than were the readers (44.1%).

Summary and Conclusions

The purpose of the present study was basically threefold: 1) to describe the smoking behavior of the students of the University of North Dakota and point up the relationships between that behavior and certain selected background variables; 2) to describe the attitudes and beliefs which these students have toward smoking and show the relationship of these attitudes and beliefs to selected characteristics of the student body; and, 3) to investigate the possible changes in these behaviors, attitudes, and beliefs following the students' exposure to information regarding the probable deleterious effects of smoking.

This purpose was accomplished by administering an inventory type questionnaire to a randomly selected sample of the student population at two points in time. In the interim between the first and second survey information in the form of a lecture, printed pamphlets, and a movie were made available to the student body. The questionnaire on the second survey, part of which was identical to the first, was also designed to discover how much of the information program was experienced by each student.

A summary of the major findings is presented below in abbreviated form.

Smoking Behavior

Most of the findings on smoking behavior could have easily been predicted from already existing knowledge of the general patterns found throughout the country.

There were more male students who smoked than females but a larger percent of the former had quit smoking than the latter. Smoking was also found related to class rank with fewer smokers among the freshman and most among the seniors. To some extent this was probably an age related phenomenon. The exception to this trend was graduate students whose smoking habits were similar to the freshman. Marital status was found to be related to smoking behavior in that more married students smoked than did single students but this finding too was no doubt influenced by the age factor. There also appeared to be more married students who had quit smoking. Fraternity and sorority members were more inclined to smoke than non-members. Length of time smoking seemed to be related to amount consumed and inhaling habits with those students who had smoked longest disposed to smoke more cigarettes and be more apt to inhale smoke regularly. The heavy smokers more often than the light smokers smoked plain rather than filtered cigarettes. As expected, smoking habits of the students were found to be closely related to their parents smoking but again the two generation comparisons indicated that males of the second generation were more inclined to be non-smokers in spite of the fathers smoking habits while the second generation females smoked considerably more than the mothers of the student body. The student respondents smoking patterns were also found to be associated with the smoking habits of roommates, steady dates, and spouses. The higher the percentage of these close associated who smoked the higher the corresponding percent of students who were smokers.

Attitudes and Beliefs

The analysis of student attitudes and beliefs was accomplished by using three control variables: sex, college class, and smoking habits.

Attitudes

The general trend in attitudes when differentiated by sex found the male students more favorably disposed toward smoking than the females. On ten of the fourteen attitude items the percentage responses which reflected favorable attitudes were larger for males than for females. This may have been to a large extent more closely related to the greater number of smokers found among the males because the comparisons by smoking habits indicated more favorable attitudes generally among smokers than non-smokers. This similarity in distributions between responses for males and responses for smokers was particularly emphasized when the preponderance of favorable male responses was reversed for the item, "If Parents Smoke They Should Allow Their Children To Smoke," where fewer males than females and fewer smokers than non-smokers agreed.

Although it is difficult to make summary generalizations about distributions by college class there does appear to be a tendency for these comparisons to be strongly influenced by smoking habits. Seniors had the largest percent of favorable responses on more items than their classmates and they also were more inclined to smoke. At the other extreme, freshmen and graduate students were more disposed to have smaller percents of favorable responses than their classmates and also had more non-smokers.

There were some minor differences between the students who had quit smoking at least one year prior to the first survey and those who had quit less than one year but the frequencies were too small to allow for any solid affirmations about the discrepancies.

Beliefs

The comparisons between findings on attitudes and findings on beliefs gives strong support to the notion that cognitive evidence has only minimal

influence on attitudes held. Although males, generally, had more positive or favorable attitudes toward smoking than female students, the reverse is true for their belief patterns. Of the sixteen belief items, thirteen were found to have higher percents of "correct" responses for male students than for female students. Although male students are apparently more aware of the possible harmful effects of smoking than their female counterparts they still persist in smoking more and maintaining more favorable attitudes toward smoking.

On the other hand, this distribution pattern does not hold for comparisons by class. The graduate students who were found to have the greatest percents of non-smokers also have the largest percent of "correct" responses to the belief items. On ten of the sixteen items the graduate group had the largest percent of responses which reflected awareness of the evidence compiled on the effects of smoking.

Comparisons by smoking habits revealed the expected, i.e., those who had quit smoking were generally more aware of the evidence, as reflected in their greater percent of "correct" responses, than were either those who presently smoke or those students who never smoked. Of the latter two groups those who presently smoked seemed somewhat more inclined to be unaware of the evidence on smoking than was the former. The differences were not great, however, and the findings were not easy to interpret.

A comparison between the pre-test responses and the post-test responses was not made for the three control variables (sex, class, and smoking habits) however, the tables for the second survey were presented with a note of caution that they are not comparable due to the differences in the total number of students responding to each of the surveys.

Changes in Smoking Behavior, Attitudes, and Beliefs

Smoking Behavior

Changes in smoking behavior were slight for the student body as a whole during the interim between the pre- and post-test. More students who attended the lecture quit smoking than those who did not attend; more students who read the pamphlets cut down on their smoking than those who did not read them; and a considerably larger percent of students who saw the movie on smoking quit smoking than those who did not see it. There were only thirteen who attended the movie, however, and the differences in changes in smoking behavior generally between the students who were exposed to the various types of information and those who were not, were not great.

Attitudes

Overall, there were a considerable number of students who changed the attitudes about smoking and, contrary to expectations, most of the changes were in the positive direction, i.e., more favorable toward smoking.

The only clear-cut relationship found between attitude changes and exposure to the available information was the slightly greater percent of change in the direction of unfavorable attitudes on a larger number of items for those who attended the convocation when compared with the respondents who did not attend.

Beliefs

Contrary to the findings for changes in attitudes, the largest percent of changes in beliefs were in the direction of "correct" responses. This was true generally for all of the students whether they had participated in the information program or not. Nevertheless, those students who attended the lecture as well as those who read one or more of the pamphlets had an

excess of "correct" over "incorrect" changes in beliefs on more items than their non-attending, non-reading classmates. The latter groupings had more change excesses in the direction of "undecided" on more items than the attenders and readers. Comparisons on belief changes between the students who read the lawsuit article and those who did not revealed general similarities in change patterns.

Conclusions

1) There is really only one major conclusion which can be made in terms of the data included in this study and this conclusion is in no sense new or even unanticipated, i.e., attitudes and the behavior which is the manifestation of attitudes cannot easily be changed, particularly by exposure to cognitive types of information (as opposed to emotionally charged information). Beliefs are apparently easier to change but they in turn seem to have little effect on either attitudes or behavior, at least not in the area of cigarette smoking.

2) A note should be made on the shortcoming and problems of the present study.

a) As with all studies which utilize a mailed questionnaire the returns were not as large as anticipated. This shortcoming was compounded by the design of the project which required both a pre-test and post-test thereby adding to the attrition. Generalizations, therefore, are somewhat hazardous to make and should be interpreted with caution.

b) Related to the above is the problem of small frequencies which appear when the cells are multiplied as in comparisons on smoking behavior. Often in the analysis, when discussions are based on percentage distributions there appears to be important differences between grouping but the frequencies

upon which the percentages are based are too small to be meaningful. Again caution should be exercised in making interpretations.

c) The present analysis was admittedly gross due mainly to: lack of funds, lack of adequate research facilities, and lack of time on the part of the project director. The original cost estimate, initially too small, was reduced by fifteen hundred dollars thereby making it virtually impossible to do an adequate job. The study should have included a survey of the literature to make possible a comparison of findings with other studies. This was not possible, however, because of a lack of time and money. The grant money was expended long before the completion of the study which resulted in the utilization of untrained student volunteer help.

3) Because of the gross nature of the analysis a recommendation is made for a future secondary analysis of these data. There is a tremendous amount of information dormant in this study which needs to be brought out and examined. Many of the gross findings suggest further analysis which might more accurately pinpoint relationships not presently apparent. For example a comparison should be made between the pre-test and post-test utilizing the control variables for the sample that responded to both surveys. Other control variables could also be introduced such as age, marital status, parents' smoking habits, etc. Comparisons could also be made between attitudes and belief items to discover their possible interrelationships.

4) The present study also suggests possible future studies. For example, some of the findings on the group who had given up smoking indicate that it might be fruitful to do a major study on individuals who have quit to see what factors were operating in their decision to stop smoking. It is apparent that information programs such as the one included in the present

research are not very effective and yet some people do quit. Why?

It might also be of interest to do a follow-up study of the sample used in this project to determine whether there is a real difference between freshmen and seniors in their attitudes and beliefs or whether these are age related responses which change during the course of four years of college.

In any event, it is hoped that the present study, with all of its limitations, has somehow contributed to our present knowledge or will at least suggest some avenues of research which future studies might explore.

UNIVERSITY OF NORTH DAKOTA LIBRARIES
HARRIS CHASE LIBRARY
GRAND FORK, N. D.

DEPARTMENT OF SOCIOLOGY — UNIVERSITY OF NORTH DAKOTA

Name: _____ 2. Sex: Female ☐; Male ☐

Print: (last) (first) (middle)

Classification: 4. Age: (last birthday)

Freshman .. ☐ under 18.. ☐

Sophomore .. ☐ 18..... ☐

Junior ☐ 19..... ☐

Senior ☐ 20..... ☐

Graduated .. ☐ 21..... ☐

Graduate ... ☐ 22 - 30 ... ☐

student over 30... ☐

5. Major in College

Uncertain ☐

Elementary Ed. ☐

Secondary Ed. ☐

Social Sciences ... ☐

Biological Sciences ☐

Fine Arts ☐

Other ☐

(Specify) _____

Are you married? Yes ☐; No ☐

Are you a member of a social sorority or fraternity in college? Yes ☐; No ☐

Are you helping to put yourself through college by working? Yes ☐; No ☐

9. If yes, about how much of your expenditures will you provide?

Under 1/3 ☐; 1/3 to 2/3 ☐; 2/3 to all ☐; all ☐.

Check the statement which best describes your cigarette smoking habits:

I have never smoked cigarettes ☐ (Skip to Question 14)

I have tried smoking cigarettes, but I was never really a smoker..... ☐ (Skip to Q. 14)

I used to smoke cigarettes, but I have stopped completely ☐ (Answer Q. 11 through Q. 14)

I smoke cigarettes, but not every day ☐ (Skip to Q. 15)

I usually smoke cigarettes every day ☐ (Skip to Q. 15)

If you used to smoke cigarettes, but have stopped completely:

How long has it been since you stopped?

check one:

Less than 6 months.. ☐

6 months to 1 year .. ☐

1 - 2 years ☐

Over 2 years ☐

12. How hard was it for you to stop smoking cigarettes?

check one:

Very hard ☐

Fairly hard ☐

Fairly easy ☐

Very easy ☐

13. On the average, about how many cigarettes did you smoke per day?

Number: _____ per day.

Please also answer Q. 14 below.

If you do not smoke cigarettes now, why don't you? (Check all that apply, then skip to Q. 23.)

I don't like it ☐

It's not approved ☐

My parents asked me not to .. ☐

I don't see any point in it..... ☐

Too expensive..... ☐

Health reasons ☐

Religious reasons ☐

Other (write in) _____

If you smoke cigarettes now:

About how many cigarettes do you usually smoke now?

Write in number:

Smoke _____ per day

or, if not every day:

Smoke _____ per week

16. When and where do you smoke?

Before breakfast ☐

At home ☐

On a date ☐

When studying ☐

When relaxing ☐

When nervous ☐

Only with a crowd ☐

Only on special occasions ... ☐

About how long have you been smoking cigarettes?

check one:

Less than a year ... ☐

1 - 2 years ☐

3 - 4 years ☐

4 - 5 years ☐

Over 5 years ☐

18. Do you inhale smoke (into your lungs) when you smoke?

check one:

Never..... ☐

Sometimes .. ☐

Usually ☐

Always..... ☐

19. What type of cigarette do you usually smoke?

check one:

Regular, plain.... ☐

Regular, filter.... ☐

King size, plain .. ☐

King size, filter .. ☐

20. Brand (name): _____

CONTINUE ON OTHER SIDE

Do you smoke anything other than cigarettes? Yes ☐; No ☐.
22. If yes: What do you frequently smoke? Cigar ☐; Pipe ☐.

What are the current cigarette smoking habits of your family and friends?
(Check all that apply, but do not repeat.)

	Mother	Father	Roommates 1	Roommates 2	Closest friend	Steady date or Spouse
Never smokes cigarettes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ex - cigarette smoker	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smokes cigarettes occasionally ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smokes cigarettes regularly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Don't know, or does not apply ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

In the group with which you have associated most during the past few months,
about how many in the group smoke cigarettes?

None ☐; less than half ☐; about half ☐; more than half ☐; all ☐.

Please check how you feel about each of the following statements:

	Strongly agree	Mildly agree	Neither agree nor disagree	mildly disagree	strongly disagree
a. Cigarettes are pleasurable.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Cigarettes do more good for a person than harm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Cigarettes cost more than the pleasure is worth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. When I have children I hope they never smoke.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. There is nothing wrong with smoking.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Smoking is a dirty habit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. There is nothing wrong with smoking as long as a person smokes moderately.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Smoking helps you to relax.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. If parents smoke, they should allow their children to smoke	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Smoking cigarettes is harmful to health.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. There is nothing wrong with a woman smoking a small cigar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Smoking makes one feel more sophisticated.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Smoking helps you to control your weight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Women should not smoke while walking down the street.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please check your opinion regarding each of the following statements:

	Statement is: True	False	Un- cided
a. Smoking cigarettes increases the risk of dying from respiratory diseases such as chronic bronchitis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Cigarette smoking is not a major cause of lung cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Some people experience unpleasant physical symptoms when they try to stop smoking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Cigarette smoking reduces the ability of the respiratory tract to rid itself of impurities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Lung cancer can be cured in most persons who receive good treatment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Cigarette smoking is not nearly as much of a health hazard to women as it is to men.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Several ingredients in cigarette smoke are known to cause cancer.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. The effects of pipe or cigar smoking on health are about the same as the ef- fects of cigarette smoking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. The longer a person smokes the greater are his chances for developing lung cancer.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Smoking cigarettes causes a lowering of the blood pressure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Air pollution is a major cause of lung cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. More cigarette smokers than non-smokers die from heart disease	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
m. Nicotine is a poison	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
n. Mentholated cigarettes are safer than non-mentholated cigarettes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
o. People who smoke can be expected to die at a younger age than people who do not smoke.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
p. The health hazards of smoking are greatly reduced by smoking cigarettes which are filtered.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. Comments: _____

APPENDIX A

UNIVERSITY OF NORTH DAKOTA LIBRARY

DATE 11/11/1964

This page was added to the original questionnaire on the post-test)

Did you attend the convocation featuring Senator Maurine Neuberger?

☐ Yes ☐ No

If you did attend, how informative did you feel this convocation was?

☐ Very informative ☐ Not very informative
☐ Quite informative ☐ Uninformative

Several pamphlets concerning cigarette smoking and health have been made available to students on the UND campus. How many of these pamphlets have you read? _____

☐ Smoking and Health
☐ Role of Tobacco Smoking in Causation of Chronic Respiratory Disease
☐ Shall I Smoke?
☐ Let's Talk About You and Smoking
☐ Cigarette Smoking--The Facts
☐ Smoking--It's Up to You
☐ Smoking--The Great Dilemma
☐ Lung Cancer and Cigarettes--Here Are the Latest Findings
☐ Here is the Evidence--You Be the Judge
☐ No! If you Choose to Smoke Cigarettes, You Won't Necessarily...
☐ Excessive Cigarette Smoking

Did you see movie entitled "One in 20,000" shown in the University Center?

☐ Yes ☐ No

Did you read the article concerning a lawsuit against a major cigarette company which appeared in a recent issue of the Grand Forks Herald?

☐ Yes ☐ No

Have you talked with anyone during the past two months about the issues of cigarette smoking and health?

☐ Quite often
☐ Often
☐ Seldom
☐ Never

Have your smoking habits changed in any way in the past two months?

☐ Yes ☐ No

If yes, in what way have they changed?

☐ Stopped smoking
☐ Started smoking
☐ Smoke more than before
☐ Smoke less than before
☐ Switched to pipe or cigars
☐ Other (Please specify)

If your smoking habits have changed, why have they changed?

Once again, thank you for your cooperation in the research study

University of North Dakota Library

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
1	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100

INFORMATION PROGRAM ON SMOKING

SPEAKER:

--Sen. Maurine Neuberger

FILM:

--"One in 20,000," (a case history and lung operation"

PUBLICATIONS:

--"Smoking and Health" - Summary of the Report of the Advisory Committee to the Surgeon General

--"Role of Tobacco Smoking in Causation of Chronic Respiratory Disease" - Abstract of National Tuberculosis Association.

--"Shall I Smoke?" - American Cancer Society

--"Smoking and Cancer" - U.S. Department of Health, Education and Welfare

--"Let's Talk about You and Smoking" - North Dakota State Department of Health

--"Cigarette Smoking--The Facts" - North Dakota Tuberculosis and Respiratory Disease Association

--"Smoking--It's Up to You" - State Department of Health

--"Smoking--The Great Dilemma" - Ruth and Edward Brecher (a booklet)

--"Lung Cancer and Cigarettes--Here are the Latest Findings" - A Reader's Digest Reprint

--"Here is the Evidence--You Be the Judge" - North Dakota Tuberculosis and Respiratory Disease Association

--"No! If You Choose to Smoke Cigarettes, You Won't Necessarily..." - North Dakota Tuberculosis and Health Association

--"Excessive Cigarette Smoking..." - National Tuberculosis Association

UNIVERSITY OF NORTH DAKOTA LIBRARIES
SERIALS ACQUISITION
1000 UNIVERSITY AVENUE
GRAND FORT RICHMOND, N.D. 58502
(701) 775-5100

Senator Maurine B. Neuberger
United States Senate
Washington, D. C.

For Release: October 8, 1964
9:45 A.M., C.S.T.

CONVOCATION ON SMOKING AND HEALTH AT THE UNIVERSITY OF NORTH DAKOTA

(Grand Forks, N. D.) -- Senator Maurine B. Neuberger (D.-Ore.) said today that "Society cannot afford to continue to ignore the enormous human cost of cigarette smoking, but that anti-smoking legislation is not the answer."

The Oregon Senator, addressing a Convocation on Smoking and Health at the University of North Dakota, listed four general sectors of activity in which remedial action for cigarette smoking is both justified and tardy" (1) education of both the presmoking adolescent and the adult smoker; (2) expanded research into the technology of safer smoking; (3) reform of cigarette advertising and promotion; and (4) cautionary and informative labeling of cigarette packages.

Mrs. Neuberger said that she had been pleased to see that the Public Health Service had requested \$1.9 million to establish a National Clearinghouse on Smoking and Health to aid states and private associations develop and disseminate smoking education materials. "But the House Appropriations Subcommittee refused to provide even one penny for the program. They ignored what was obviously in the public interest, funds to inform children that cigarette smoking is hazardous, in favor of the selfish and tragically shortsighted views of the private tobacco interests."

Turning to the question of tobacco research, Senator Neuberger said that "We must press for the development of more efficient filters, chemical additives for filters, and the development of low nicotine, low tar-producing strains of tobacco. If those Congressmen who serve the interests of the tobacco industry hope to convince the American people, by denying funds for research and education, that there is no cigarette health problem, they are not being realistic. And if there exists a possibility of saving the cigarette industry, such possibility lies in research directed toward minimizing the health hazard of the cigarette. By opposing the appropriation of research funds, the industry may very well be sealing its own doom."

The Senator said that the most common argument against a health hazard label on cigarettes was that similar warnings were not required on other products which also can cause death, such as automobiles. "Surely the point here is that the automobile is not a hazard if used in the manner intended, whereas the cigarette if used normally is a definite health risk."

#####

Fraction	Cholesterol	Phospholipids	Free fatty acids	Triglycerides	Carbohydrates	Proteins	Water
Cholesterol	100	0	0	0	0	0	0
Phospholipids	0	100	0	0	0	0	0
Free fatty acids	0	0	100	0	0	0	0
Triglycerides	0	0	0	100	0	0	0
Carbohydrates	0	0	0	0	100	0	0
Proteins	0	0	0	0	0	100	0
Water	0	0	0	0	0	0	100

Table 1

UNIVERSITY OF NORTH DAKOTA LIBRARIES

Students' Smoking Habits By, "Classes"
(Pre-Test)

UNIVERSITY OF NORTH DAKOTA LIBRARIES

Table 3

Students' Smoking Habits By, "Age"
(Pre-Test)

Smoking Habits	Age								Total
	Under 18	18	19	20	21	22-30	Over 30	No Data	
Never smoked	38(53.5%)	91(55.2%)	65(51.2%)	57(48.7%)	50(46.3%)	67(41.6%)	16(51.6%)	0	384(48.7%)
Quit over a year ago	1(1.4%)	0	1(0.8%)	0	3(2.8%)	13(8.1%)	5(16.1%)	2(25.0%)	25(3.2%)
Quit less than a year ago	0	3(1.8%)	5(3.9%)	0	3(2.8%)	7(4.4%)	1(3.2%)	1(12.5%)	20(2.5%)
1 - 9 daily	17(23.9%)	26(15.8%)	13(10.2%)	14(12.0%)	11(10.2%)	12(7.5%)	0	0	93(11.8%)
10 - 19 "	7(9.9%)	16(9.7%)	16(12.6%)	11(9.4%)	10(9.3%)	16(9.9%)	3(9.7%)	1(12.5%)	80(10.2%)
20 - 29 "	2(2.8%)	17(10.3%)	13(10.2%)	23(19.7%)	12(11.1%)	29(18.0%)	4(12.9%)	1(12.5%)	101(12.8%)
30 - 39 "	0	2(1.2%)	6(4.7%)	2(1.7%)	5(4.6%)	4(2.5%)	0	1(12.5%)	20(2.5%)
40 & over "	0	1(0.6%)	0	1(0.9%)	2(1.9%)	4(2.5%)	0	0	8(1.0%)
No data	6(8.5%)	9(5.5%)	8(6.3%)	9(9.7%)	12(11.1%)	9(5.6%)	2(6.5%)	2(25.0%)	57(7.2%)
TOTAL	71(100.0%)	165(100.0%)	127(100.0%)	117(100.0%)	108(100.0%)	161(100.0%)	31(100.0%)	8(100.0%)	788(100.0%)

Table 4

Students' Smoking Habits By "Major In College"
(Pre-Test)

Smoking Habits	Major Field								Total
	Uncertain	Elementary Education	Secondary Education	Social Science	Biological Science	Fine Arts	Other	No Data	
Never smoked	31(43.7%)	34(53.1%)	47(56.6%)	21(32.3%)	39(54.2%)	14(73.7%)	197(48.8%)	1(10.0%)	384(48.7%)
Quit over a year ago	1(1.4%)	1(1.6%)	3(3.6%)	1(1.5%)	5(6.9%)	0	12(3.0%)	2(20.0%)	25(3.2%)
Quit less than a year ago	1(1.4%)	1(1.6%)	2(2.4%)	2(3.1%)	2(2.8%)	1(5.3%)	11(2.7%)	0	20(2.5%)
1 - 9 daily	11(15.5%)	9(14.1%)	6(7.2%)	9(13.9%)	11(15.3%)	2(10.5%)	43(10.6%)	2(20.0%)	93(11.8%)
10 - 19 "	10(14.1%)	5(7.8%)	4(4.8%)	13(20.0%)	8(11.1%)	0	38(9.4%)	2(20.0%)	80(10.2%)
20 - 29 "	9(12.7%)	9(14.1%)	9(10.8%)	14(21.5%)	3(4.2%)	2(10.5%)	53(13.1%)	2(20.0%)	101(12.8%)
30 - 39 "	1(1.4%)	0	3(3.6%)	2(3.1%)	0	0	14(3.5%)	0	20(2.5%)
40 & over "	1(1.4%)	0	0	1(1.5%)	1(1.4%)	0	5(1.2%)	0	8(1.0%)
No data	6(8.5%)	5(7.8%)	9(10.8%)	2(3.1%)	3(4.2%)	0	31(7.7%)	1(10.0%)	57(7.2%)
TOTAL	71(100.0%)	64(100.0%)	83(100.0%)	65(100.0%)	72(100.0%)	19(100.0%)	404(100.0%)	10(100.0%)	784(100.0%)

Table 5

Students' Smoking Habits By "Marital Status"
(Pre-Test)

Smoking Habits	Marital Status			
	Married	Single	No Data	Total
Never smoked	50(39.1%)	334(50.7%)	0	384(48.7%)
Quit over a year ago	10(7.8%)	15(2.3%)	0	25(3.2%)
Quit less than a year ago	7(5.5%)	13(2.0%)	0	20(2.5%)
1 - 9 daily	8(6.3%)	85(12.9%)	0	93(11.8%)
10 - 19 "	15(11.7%)	64(9.7%)	1(100.0%)	80(10.2%)
20 - 29 "	23(18.0%)	78(11.8%)	0	101(12.8%)
30 - 39 "	1(0.8%)	19(2.9%)	0	20(2.5%)
40 & over "	3(2.3%)	5(0.8%)	0	8(1.0%)
No Data	11(8.6%)	46(7.0%)	0	57(7.2%)
TOTAL	128(100.0%)	659(100.0%)	1(100.0%)	788(100.0%)

Table 6

Students' Smoking Habits By, "Are You A
Member Of A Social Sorority Or Fraternity In College?"
(Pre-Test)

Smoking Habits	Social Status			
	Member	Non-Member	No Data	Total
Never smoked	97(42.7%)	283(51.1%)	4(57.1%)	384(48.7%)
Quit over a year ago	5(2.2%)	20(3.6%)	0	25(3.2%)
Quit less than a year ago	4(1.8%)	16(2.9%)	0	20(2.5%)
1 - 9 daily	37(16.3%)	55(9.9%)	1(14.3%)	93(11.8%)
10 - 19 "	23(10.1%)	57(10.3%)	0	80(10.2%)
20 - 29 "	33(14.5%)	68(12.3%)	0	101(12.8%)
30 - 39 "	7(3.1%)	13(2.4%)	0	20(2.5%)
40 & over "	2(0.9%)	6(1.1%)	0	8(1.0%)
No Data	19(3.4%)	36(6.5%)	2(28.6%)	57(7.2%)
TOTAL	227(100.0%)	554(100.0%)	7(100.0%)	788(100.0%)

Table 7

Students' Smoking Habits By, "Are You Helping To Put Yourself Through College?
If Yes, About How Much Of Your Expenditures Will You Provide?"
(Pre-Test)

Smoking Habits	Response							Total
	No	Yes (Amount Not Stated)	Yes (Un- der 1/3)	Yes (1/3-2/3)	Yes (2/3-All)	Yes (All)	No Data	
Never smoked	161(54.0%)	1(50.0%)	59(46.5%)	65(43.3%)	45(51.1%)	51(43.2%)	2(40.0%)	384(48.7%)
Quit over a year ago	2(0.7%)	0	2(1.6%)	4(2.7%)	7(8.0%)	10(8.5%)	0	25(3.2%)
Quit less than a year ago	9(3.0%)	0	2(1.6%)	2(1.3%)	3(3.4%)	4(3.4%)	0	20(2.5%)
1 - 9 daily	43(14.4%)	0	20(15.8%)	12(8.0%)	8(9.1%)	10(8.5%)	0	93(11.8%)
10 - 19 "	30(10.1%)	0	14(11.0%)	14(9.3%)	7(8.0%)	15(12.7%)	0	80(10.2%)
20 - 29 "	29(9.7%)	1(50.0%)	16(12.6%)	27(18.0%)	9(10.2%)	17(14.4%)	2(40.0%)	101(12.8%)
30 - 39 "	9(3.0%)	0	1(0.8%)	6(4.0%)	3(3.4%)	1(0.9%)	0	20(2.5%)
40 & over "	0	0	0	3(2.0%)	3(3.4%)	2(1.7%)	0	8(1.0%)
No data	15(5.0%)	0	13(10.2%)	17(11.3%)	3(3.4%)	8(6.8%)	1(20.0%)	57(7.2%)
TOTAL	298(100.0%)	2(100.0%)	127(100.0%)	150(100.0%)	88(100.0%)	118(100.0%)	5(100.0%)	788(100.0%)

Table 8

Students' Smoking Habits By, "How Long Have You Been Smoking?"
(Pre-Test)

Smoking Habits	Response						Total
	Less Than 1 Year	1-2 Years	3-4 Years	5 Years Or More	Does Not Apply	No Data	
Never smoked	0	0	0	0	384(89.5%)	0	384(43.7%)
Quit over a year ago	0	0	0	0	25(5.8%)	0	35(3.2%)
Quit less than a year ago	0	0	0	0	20(4.7%)	0	20(2.5%)
1 - 9 daily	24(52.2%)	37(36.3%)	21(20.6%)	10(10.9%)	0	1(5.9%)	93(11.8%)
10 - 19 "	6(13.0%)	26(25.5%)	24(23.5%)	24(26.1%)	0	0	80(10.2%)
20 - 29 "	2(4.4%)	19(18.6%)	37(36.3%)	43(46.7%)	0	0	101(12.8%)
30 - 39 "	0	4(3.9%)	10(9.8%)	6(6.5%)	0	0	20(2.5%)
40 & over "	0	2(2.0%)	1(1.0%)	5(5.4%)	0	0	8(1.0%)
No data	14(30.4%)	14(13.7%)	9(8.8%)	4(4.4%)	0	16(94.1%)	57(7.2%)
TOTAL	46(100.0%)	102(100.0%)	102(100.0%)	92(100.0%)	429(54.4%)	17(100.0%)	788(100.0%)

Table 9

Students' Smoking Habits By, "Do You Inhale When You Smoke?"
(Pre-Test)

Smoking Habits	Response						Total
	Never	Sometimes	Usually	Always	Does Not Apply	No Data	
Never smoked	0	0	0	0	384(39.5%)	0	384(48.7%)
Quit over a year ago	0	0	0	0	25(5.8%)	0	25(3.2%)
Quit less than a year ago	0	0	0	0	20(4.7%)	0	20(2.5%)
1 - 9 daily	3(50.0%)	21(61.8%)	25(28.4%)	44(20.5%)	0	0	93(11.8%)
10 - 19 "	0	2(5.9%)	22(25.0%)	56(26.1%)	0	0	80(10.2%)
20 - 29 "	0	3(8.8%)	18(20.5%)	30(37.2%)	0	0	101(12.8%)
30 - 39 "	0	0	2(2.3%)	13(3.4%)	0	0	20(2.5%)
40 & over "	0	0	2(2.3%)	6(2.8%)	0	0	8(1.0%)
No data	3(50.0%)	8(23.5%)	19(21.6%)	11(5.1%)	0	16(100.0%)	57(7.2%)
TOTAL	6(100.0%)	34(100.0%)	88(100.0%)	215(100.0%)	429(100.0%)	16(100.0%)	788(100.0%)

Table 10

Students' Smoking Habits By, "Type Of Cigarettes Smoked"
(Pre-Test)

Smoking Habits	Type					No Data	Total
	Regular Plain	Regular Filter	King Plain	King Filter	Does Not Apply		
Never smoked	0	0	0	0	384(89.5%)	0	384(48.7%)
Quit over a year ago	0	0	0	0	25(5.8%)	0	25(3.2%)
Quit less than a year ago	0	0	0	0	20(4.7%)	0	20(2.5%)
1 - 9 daily	3(10.3%)	19(35.9%)	8(22.2%)	62(27.9%)	0	1(5.3%)	93(11.8%)
10 - 19 "	9(31.0%)	12(22.6%)	6(16.7%)	53(23.9%)	0	0	80(10.2%)
20 - 29 "	11(37.9%)	8(15.1%)	14(38.9%)	67(30.2%)	0	1(5.3%)	101(12.8%)
30 - 39 "	3(10.3%)	1(1.9%)	4(11.1%)	12(5.4%)	0	0	20(2.5%)
40 & over "	2(6.9%)	0	3(8.3%)	3(1.4%)	0	0	8(1.0%)
No data	1(3.5%)	13(24.5%)	1(2.8%)	25(11.3%)	0	17(59.5%)	57(7.2%)
TOTAL	29(100.0%)	53(100.0%)	36(100.0%)	222(100.0%)	429(100.0%)	19(100.0%)	788(100.0%)

Table 11
Students' Smoking Habits By, "Mother's Smoking Habits"
(Pre-Test)

Smoking Habits	Mother's Smoking Habits						Total
	Never	Quit	Occasion	Regular	Does Not Apply	No Data	
Never smoked	262(51.0%)	18(56.3%)	15(32.6%)	77(44.3%)	5(83.3%)	7(43.8%)	384(48.7%)
Quit over a year ago	21(4.1%)	0	2(4.4%)	1(0.6%)	0	1(6.3%)	25(3.2%)
Quit less than a year ago	11(2.1%)	1(3.1%)	2(4.4%)	5(2.9%)	0	1(6.3%)	20(2.5%)
1 - 9 daily	54(10.5%)	3(9.4%)	8(17.4%)	27(15.5%)	0	1(6.3%)	93(11.8%)
10 - 19 "	53(10.3%)	2(6.3%)	3(6.5%)	20(11.5%)	1(16.7%)	1(6.3%)	80(10.2%)
20 - 29 "	63(12.3%)	3(9.4%)	7(15.2%)	25(14.4%)	0	3(18.8%)	101(12.8%)
30 - 39 "	12(2.3%)	2(6.3%)	2(4.4%)	4(2.3%)	0	0	20(2.5%)
40 & over "	2(0.4%)	1(3.1%)	1(2.2%)	4(2.3%)	0	0	8(1.0%)
No data	36(7.0%)	2(6.3%)	6(13.0%)	11(6.3%)	0	2(12.5%)	57(7.2%)
TOTAL	514(100.0%)	32(100.0%)	46(100.0%)	174(100.0%)	6(100.0%)	16(100.0%)	788(100%)

Table 12

Students' Smoking Habits By, "Father's Smoking Habits"
(Pre-Test)

Father's Smoking Habits							
Smoking Habits	Never	Quit	Occasion	Regular	Does Not Apply	No Data	Total
Never smoked	111(54.4%)	81(52.6%)	29(46.8%)	142(46.0%)	8(38.1%)	13(34.2%)	384(48.7%)
Quit over a year ago	7(3.4%)	2(1.3%)	1(1.6%)	8(2.6%)	4(19.0%)	3(7.9%)	25(3.2%)
Quit less than a year ago	7(3.4%)	2(1.3%)	0	9(2.9%)	1(4.8%)	1(2.6%)	20(2.5%)
1 - 9 daily	22(10.8%)	24(15.6%)	10(16.1%)	30(9.7%)	1(4.8%)	6(45.8%)	93(11.8%)
10 - 19 "	15(7.4%)	17(11.0%)	7(11.3%)	37(12.0%)	1(4.8%)	3(7.9%)	80(10.2%)
20 - 29 "	21(10.3%)	18(11.7%)	5(8.1%)	45(14.6%)	4(19.0%)	8(21.1%)	101(12.8%)
30 - 39 "	5(2.5%)	3(1.9%)	4(6.5%)	7(2.3%)	1(4.8%)	0	20(2.5%)
40 & over "	2(1.0%)	0	0	5(1.6%)	1(4.8%)	0	8(1.0%)
No data	14(6.9%)	7(4.5%)	6(9.7%)	26(8.4%)	0	4(10.5%)	57(7.2%)
TOTAL	204(100.0%)	154(100.0%)	62(100.0%)	309(100.0%)	21(100.0%)	38(100.0%)	788(100%)

Students' Smoking Habits By, "Roommate's Smoking Habits" (Roommate 1)
(Pre-Test)

UNIVERSITY OF NORTH DAKOTA LIBRARIES

Table 14

Students' Smoking Habits By, "Roommate's Smoking Habits" (Roommate 2)
(Pre-Test)

Smoking Habits	Roommate's Smoking Habits						Total
	Never	Quit	Occasion	Regular	Does Not Apply	No Data	
Never smoked	31(57.4%)	3(75.0%)	14(50.0%)	23(32.9%)	37(42.5%)	276(50.6%)	384(48.7%)
Quit over a year ago	2(3.7%)	1(25.0%)	1(3.6%)	3(4.3%)	4(4.6%)	14(2.6%)	25(3.2%)
Quit less than a year ago	0	0	0	2(2.9%)	4(4.6%)	14(2.6%)	20(2.5%)
1 - 9 daily	8(14.8%)	0	3(10.7%)	11(15.7%)	9(10.3%)	62(11.4%)	93(11.8%)
10 - 19 "	3(5.6%)	0	3(10.7%)	7(10.0%)	9(10.3%)	58(10.6%)	80(10.2%)
20 - 29 "	7(13.0%)	0	2(7.1%)	13(18.6%)	11(12.6%)	68(12.5%)	101(12.8%)
30 - 39 "	0	0	2(7.1%)	4(5.7%)	1(1.1%)	13(2.4%)	20(2.5%)
40 & over "	0	0	0	2(2.9%)	1(1.1%)	5(0.9%)	8(1.0%)
No data	3(5.6%)	0	3(10.7%)	5(7.1%)	11(12.6%)	35(6.4%)	57(7.2%)
TOTAL	54(100.0%)	4(100.0%)	28(100.0%)	70(100.0%)	87(100.0%)	545(100.0%)	788(100%)

Table 15

Students' Smoking Habits By, "Closest Friend's Smoking Habits"
(Pre-Test)

Closest Friend's Smoking Habits							
Smoking Habits	Never	Quit	Occasion	Regular	Does Not Apply	No Data	Total
Never smoked	194(74.9%)	5(45.5%)	62(46.3%)	78(26.5%)	10(58.8%)	35(47.9%)	384(48.7%)
Quit over a year ago	9(3.5%)	0	4(3.0%)	9(3.1%)	1(5.9%)	2(2.7%)	25(3.2%)
Quit less than a year ago	2(0.8%)	0	2(1.5%)	12(4.1%)	1(5.9%)	3(4.1%)	20(2.5%)
1 - 9 daily	16(6.2%)	4(36.4%)	29(21.6%)	41(13.9%)	0	3(4.1%)	93(11.8%)
10 - 19 "	10(3.9%)	0	8(6.0%)	49(16.7%)	2(11.8%)	11(15.1%)	80(10.2%)
20 - 29 "	16(6.2%)	1(9.1%)	10(7.5%)	63(21.4%)	1(5.9%)	10(13.7%)	101(12.8%)
30 - 39 "	2(0.8%)	0	1(0.7%)	14(4.8%)	0	3(4.1%)	20(2.5%)
40 & over "	0	0	0	8(2.7%)	0	0	8(1.0%)
No data	10(3.9%)	1(9.1%)	18(13.4%)	20(6.8%)	2(11.8%)	6(8.2%)	57(7.2%)
TOTAL	259(100.0%)	11(100.0%)	134(100.0%)	294(100.0%)	17(100.0%)	73(100.0%)	788(100%)

Table 16

Students' Smoking Habits By, "Steady Date's Or Spouse's Smoking Habits"
(Pre-Test)

Smoking Habits	Date Or Spouse's Smoking Habits						Total
	Never	Quit	Occasion	Regular	Does Not Apply	No Data	
Never smoked	165(54.5%)	12(42.9%)	24(32.4%)	53(31.0%)	52(61.9%)	78(60.9%)	384(48.7%)
Quit over a year ago	13(4.3%)	2(7.1%)	2(2.7%)	5(2.9%)	0	3(2.3%)	25(3.2%)
Quit less than a year ago	12(4.0%)	0	0	4(2.3%)	1(1.2%)	3(2.3%)	20(2.5%)
1 - 9 daily	34(11.2%)	2(7.1%)	12(16.2%)	25(14.6%)	7(8.3%)	13(10.2%)	93(11.8%)
10 - 19 "	22(7.3%)	3(10.7%)	11(14.9%)	27(15.8%)	8(9.5%)	9(7.0%)	80(10.2%)
20 - 29 "	31(10.2%)	5(17.9%)	14(18.9%)	34(19.9%)	8(9.5%)	9(7.0%)	101(12.8%)
30 - 39 "	3(1.0%)	0	4(5.4%)	8(4.7%)	3(3.6%)	2(1.6%)	20(2.5%)
40 & over "	1(0.3%)	0	2(2.7%)	3(1.8%)	0	2(1.6%)	8(1.0%)
No data	22(7.3%)	4(14.3%)	5(6.8%)	12(7.0%)	5(6.0%)	9(7.0%)	57(7.2%)
TOTAL	303(100.0%)	28(100.0%)	74(100.0%)	171(100.0%)	84(100.0%)	128(100.0%)	788(100%)

Table 17

Total Responses To Attitude Items (Pre-Test)

Attitude Items	Response						Total
	Strongly Agree	Mildly Agree	Neither	Mildly Disagree	Strongly Disagree	No Data	
Cigarettes are pleasurable	84(10.7%)	241(30.6%)	195(24.8%)	114(14.5%)	144(18.3%)	10(1.3%)	788(100%)
Cigarettes do more good for a person than harm	29(3.7%)	34(4.3%)	96(12.2%)	172(21.8%)	449(57.0%)	8(1.0%)	788(100%)
Cigarettes cost more than the pleasure is worth	322(40.9%)	192(24.4%)	149(18.9%)	87(11.0%)	31(3.9%)	7(0.9%)	788(100%)
When I have children I hope they never smoke	444(56.4%)	144(18.3%)	153(19.4%)	18(2.3%)	16(2.0%)	13(1.7%)	788(100%)
There is nothing wrong with smoking	37(4.7%)	106(13.5%)	158(20.1%)	220(27.9%)	260(33.0%)	7(0.9%)	788(100%)
Smoking is a dirty habit	198(25.1%)	185(23.5%)	165(20.9%)	122(15.5%)	103(13.1%)	15(1.9%)	788(100%)
There is nothing wrong with smoking as long as a person smokes moderately	70(8.9%)	189(27.5%)	198(25.1%)	202(25.6%)	124(15.7%)	5(0.6%)	788(100%)
Smoking helps you to relax	113(14.3%)	278(35.3%)	235(29.8%)	76(9.6%)	80(10.2%)	6(0.8%)	788(100%)
If parents smoke, they should allow their children to smoke	62(7.9%)	110(14.0%)	282(35.8%)	133(16.9%)	195(24.8%)	6(0.8%)	788(100%)
Smoking cigarettes is harmful to health	424(53.8%)	231(29.3%)	90(11.4%)	16(2.0%)	22(2.8%)	5(0.6%)	788(100%)
There is nothing wrong with a woman smoking a small cigar	33(4.2%)	63(8.0%)	143(18.2%)	129(16.4%)	415(52.7%)	5(0.6%)	788(100%)
Smoking makes one feel more sophisticated	37(4.7%)	133(16.9%)	233(29.6%)	118(15.0%)	260(33.0%)	7(0.9%)	788(100%)
Smoking helps you to control your weight	79(10.0%)	238(30.2%)	278(35.3%)	72(9.1%)	114(14.5%)	7(0.9%)	788(100%)
Women should not smoke while walking down the street	518(65.7%)	102(12.9%)	110(14.0%)	27(3.4%)	27(3.4%)	4(0.5%)	788(100%)

Table 18

Total Responses To Attitude Items (Post-Test)

Attitude Items	Response						Total
	Strongly Agree	Mildly Agree	Neither	Mildly Disagree	Strongly Disagree	No Data	
Cigarettes are pleasurable	68(10.2%)	202(30.3%)	165(24.7%)	86(12.9%)	128(19.2%)	18(2.7%)	667(100%)
Cigarettes do more good for a person than harm	31(4.7%)	30(4.5%)	88(13.2%)	151(22.6%)	352(52.8%)	15(2.3%)	667(100%)
Cigarettes cost more than the pleasure is worth	263(39.4%)	159(23.8%)	129(19.3%)	73(10.9%)	25(3.8%)	18(2.7%)	667(100%)
When I have children I hope they never smoke	367(55.0%)	122(18.3%)	135(20.2%)	18(2.7%)	7(1.1%)	18(2.7%)	667(100%)
There is nothing wrong with smoking	27(4.1%)	89(13.3%)	163(24.4%)	175(26.2%)	193(28.9%)	20(3.0%)	667(100%)
Smoking is a dirty habit	178(26.7%)	156(23.4%)	160(24.0%)	89(13.3%)	64(9.6%)	20(3.0%)	667(100%)
There is nothing wrong with smoking as long as a person smokes moderately	37(5.6%)	161(24.1%)	180(27.0%)	190(28.5%)	81(12.1%)	18(2.7%)	667(100%)
Smoking helps you to relax	75(11.2%)	268(40.2%)	210(31.5%)	42(6.3%)	54(8.1%)	18(2.7%)	667(100%)
If parents smoke, they should allow their children to smoke	42(6.3%)	111(16.6%)	241(36.1%)	122(18.3%)	134(20.1%)	17(2.6%)	667(100%)
Smoking cigarettes is harmful to health	329(49.3%)	217(32.5%)	76(11.4%)	13(2.0%)	16(2.4%)	16(2.4%)	667(100%)
There is nothing wrong with a woman smoking a small cigar	23(3.5%)	49(7.4%)	123(18.4%)	130(19.5%)	327(49.0%)	15(2.3%)	667(100%)
Smoking makes one feel more sophisticated	17(2.6%)	109(16.3%)	243(36.4%)	100(15.0%)	182(27.3%)	16(2.4%)	667(100%)
Smoking helps you to control your weight	54(8.1%)	207(31.0%)	258(38.7%)	64(9.6%)	70(10.5%)	14(2.1%)	667(100%)
Women should not smoke while walking down the street	398(59.7%)	116(17.4%)	111(16.6%)	17(2.6%)	10(1.5%)	15(2.3%)	667(100%)

Table 19

Total Responses To Belief Items (Pre-Test)

Belief Items	Response				
	True	False	Undecided	No Data	Total
Smoking cigarettes increases the risk of dying from respiratory diseases such as chronic bronchitis	554(70.3%)	41(5.2%)	187(23.7%)	6(0.8%)	788(100%)
Cigarette smoking is not a major cause of lung cancer	98(12.4%)	462(58.6%)	224(28.4%)	4(0.5%)	788(100%)
Some people experience unpleasant physical symptoms when they try to stop smoking	532(67.5%)	90(11.4%)	161(20.4%)	5(0.6%)	788(100%)
Cigarette smoking reduces the ability of the respiratory tract to rid itself of impurities	546(69.3%)	34(4.3%)	202(25.6%)	6(0.8%)	788(100%)
Lung cancer can be cured in most persons who receive good treatment	163(20.7%)	313(39.7%)	205(38.7%)	7(0.9%)	788(100%)
Cigarette smoking is not nearly as much of a health hazard to women as it is to men	77(9.8%)	517(65.6%)	190(24.1%)	4(0.5%)	788(100%)
Several ingredients in cigarette smoke are known to cause cancer	469(59.5%)	92(11.7%)	220(27.9%)	7(0.9%)	788(100%)
The effects of pipe or cigar smoking on health are about the same as the effects of cigarette smoking	104(13.2%)	554(70.3%)	124(15.7%)	6(0.8%)	788(100%)
The longer a person smokes the greater are his chances for developing lung cancer	666(84.5%)	18(2.3%)	98(12.4%)	6(0.8%)	788(100%)
Smoking cigarettes causes a lowering of the blood pressure	71(9.0%)	197(25.0%)	515(65.4%)	5(0.6%)	788(100%)
Air pollution is a major cause of lung cancer	184(7.7%)	142(18.0%)	455(57.7%)	7(0.9%)	788(100%)
More cigarette smokers than non-smokers die from heart disease	368(46.7%)	49(6.2%)	364(46.2%)	7(0.9%)	788(100%)
Nicotine is a poison	489(62.1%)	114(14.5%)	178(22.6%)	7(0.9%)	788(100%)
Mentholated cigarettes are safer than non-mentholated cigarettes	68(8.6%)	410(52.0%)	301(38.2%)	9(1.1%)	788(100%)
People who smoke can be expected to die at a younger age than people who do not smoke	310(39.3%)	215(27.1%)	257(32.6%)	6(0.8%)	788(100%)
The health hazards of smoking are greatly reduced by smoking cigarettes which are filtered	148(18.8%)	368(46.7%)	267(33.9%)	5(0.6%)	788(100%)

DATE OF NEXT PAYMENT 08/04/10 10:21 AM

Total Responses To Belief Items (Post-Test)

Belief Items	Response				
	True	False	Undecided	No Data	Total
Smoking cigarettes increases the risk of dying from respiratory diseases such as chronic bronchitis	499(74.8%)	25(3.8%)	125(18.5%)	18(2.7%)	667(100%)
Cigarette smoking is not a major cause of lung cancer	70(10.5%)	407(61.0%)	175(26.2%)	15(2.3%)	667(100%)
Some people experience unpleasant physical symptoms when they try to stop smoking	487(73.0%)	49(7.4%)	115(17.2%)	16(2.4%)	667(100%)
Cigarette smoking reduces the ability of the respiratory tract to rid itself of impurities	485((72.7%)	19(2.9%)	147(22.0%)	16(2.4%)	667(100%)
Lung cancer can be cured in most persons who receive good treatment	140(21.0%)	239(35.8%)	270(40.5%)	18(2.7%)	667(100%)
Cigarette smoking is not nearly as much of a health hazard to women as it is to men	82(12.3%)	401(60.1%)	168(25.2%)	16(2.4%)	667(100%)
Several ingredients in cigarette smoke are known to cause cancer	402(60.3%)	56(8.4%)	188(28.2%)	21(3.2%)	667(100%)
The effects of pipe or cigar smoking on health are about the same as the effects of cigarette smoking	96(14.4%)	431(64.6%)	123(18.4%)	17(2.6%)	667(100%)
The longer a person smokes the greater are his chances for developing lung cancer	558(83.7%)	20(3.0%)	72(10.8%)	17(2.6%)	667(100%)
Smoking cigarettes causes a lowering of the blood pressure	66(9.9%)	162(24.3%)	420(63.0%)	19(2.9%)	667(100%)
Air pollution is a major cause of lung cancer	135(27.7%)	128(19.2%)	335(50.2%)	19(2.9%)	667(100%)
More cigarette smokers than non-smokers die from heart disease	350(52.5%)	28(4.2%)	271(40.6%)	18(2.7%)	667(100%)
Nicotine is a poison	453(67.9%)	60(9.0%)	133(19.9%)	21(3.2%)	667(100%)
Mentholated cigarettes are safer than non-mentholated cigarettes	57(8.6%)	355(53.2%)	236(35.4%)	19(2.9%)	667(100%)
People who smoke can be expected to die at a younger age than people who do not smoke	301(45.1%)	137(20.5%)	210(31.5%)	19(2.9%)	667(100%)
The health hazards of smoking are greatly reduced by smoking cigarettes which are filtered	123(18.4%)	310(46.5%)	214(32.1%)	20(3.0%)	667(100%)

Table 21

Students' Sex By The Response To "Cigarettes Are Pleasurable"
(Pre-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	56(11.5%)	154(31.7%)	109(22.4%)	76(15.6%)	84(17.3)	7(1.4%)	486(100%)
Female	28(9.3%)	87(28.8%)	86(28.5%)	38(12.6%)	60(19.9%)	3(1.0%)	302(100%)
No Data	0	0	0	0	0	0	0
TOTAL	84(10.7%)	241(30.6%)	195(24.8%)	114(14.5%)	144(18.3%)	10(1.3%)	738(100%)

Table 22

Students' Sex By The Response To, "Cigarettes Are Pleasurable"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	48(11.9%)	126(31.2%)	92(22.8%)	49(12.1%)	80(19.8%)	9(2.2%)	404(100%)
Female	20(7.7%)	74(28.4%)	73(28.0%)	37(14.2%)	48(18.4%)	9(3.5%)	261(100%)
No Data	0	2(100.0%)	0	0	0	0	2(100%)
TOTAL	68(10.2%)	202(30.3%)	165(24.7%)	86(12.9%)	128(19.2%)	18(2.7%)	667(100%)

Table 22

Students' Sex By The Response To, "Cigarettes Are Pleasurable"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	48(11.9%)	126(31.2%)	92(22.8%)	49(12.1%)	80(19.8%)	9(2.2%)	404(100%)
Female	20(7.7%)	74(28.4%)	73(28.0%)	37(14.2%)	48(18.4%)	9(3.5%)	261(100%)
No Data	0	2(100.0%)	0	0	0	0	2(100%)
TOTAL	68(10.2%)	202(30.3%)	165(24.7%)	86(12.9%)	128(19.2%)	18(2.7%)	667(100%)

Table 23

Students' Class By The Response To, "Cigarettes Are Pleasurable"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	28(10.6%)	73(27.6%)	67(25.3%)	40(15.1%)	54(20.4%)	3(1.1%)	265(100%)
Sophomore	19(13.9%)	36(26.3%)	33(24.1%)	14(10.2%)	32(23.4%)	3(2.2%)	137(100%)
Junior	16(10.5%)	48(31.6%)	34(22.4%)	29(19.1%)	23(15.1%)	2(1.3%)	152(100%)
Senior	9(6.8%)	49(37.1%)	37(28.0%)	18(13.6%)	19(14.4%)	0	132(100%)
Graduate	10(10.1%)	35(35.4%)	24(24.2%)	13(13.1%)	15(15.1%)	2(2.0%)	99(100%)
No Data	2(66.7%)	0	0	0	1(33.3%)	0	3(100%)
TOTAL	84(10.7%)	241(30.6%)	195(24.8%)	114(14.5%)	144(18.3%)	10(1.3%)	788(100%)

Table 24

Students' Class By The Response To, "Cigarettes Are Pleasurable"
(Post-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	22(9.7%)	61(27.0%)	55(24.3%)	26(11.5%)	54(23.9%)	8(3.5%)	226(100%)
Sophomore	14(12.6%)	29(26.1%)	35(31.5%)	13(11.7%)	18(16.2%)	2(1.8%)	111(100%)
Junior	12(8.8%)	50(36.8%)	26(19.1%)	24(17.7%)	20(14.7%)	4(2.9%)	136(100%)
Senior	9(7.8%)	40(34.5%)	33(28.5%)	15(12.9%)	18(15.5%)	1(0.9%)	116(100%)
Graduate	11(14.7%)	20(26.7%)	16(21.3%)	8(10.7%)	17(22.7%)	3(4.0%)	75(100%)
No Data	0	2(66.7%)	0	0	1(33.3%)	0	3(100%)
TOTAL	68(10.2%)	202(30.3%)	165(24.7%)	86(12.9%)	128(19.2%)	18(2.7%)	667(100%)

Table 25

Students' Smoking Habits By, "Cigarettes Are Pleasurable"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	6(1.6%)	42(10.9%)	120(31.2%)	81(21.0%)	131(34.1%)	4(1.0%)	384(100%)
Quit over a year ago	5(20.0%)	11(44.0%)	4(16.0%)	3(12.0%)	2(8.0%)	0	25(100%)
Quit less than a year ago	4(20.0%)	6(30.0%)	4(20.0%)	5(25.0%)	0	1(5.0%)	20(100%)
1 - 0 daily	5(5.4%)	51(54.8%)	22(23.7%)	9(9.7%)	4(4.3%)	2(2.2%)	93(100%)
10 - 19 "	17(21.3%)	45(56.3%)	13(16.3%)	2(2.5%)	2(2.5%)	1(1.3%)	80(100%)
20 - 29 "	34(33.7%)	54(53.5%)	10(9.9%)	3(3.0%)	0	0	101(100%)
30 - 39 "	9(45.0%)	9(45.0%)	2(10.0%)	0	0	0	20(100%)
40 & over "	3(37.5%)	2(25.0%)	1(12.5%)	1(12.5%)	1(12.5%)	0	8(100%)
No data	2(3.5%)	21(36.8%)	19(33.3%)	10(17.5%)	4(7.0%)	1(1.8%)	57(100%)
TOTAL	85(10.8%)	241(30.6%)	195(24.8%)	114(14.5%)	144(18.3%)	9(1.1%)	788(100%)

Table 26

Students' Smoking Habits By, "Cigarettes Are Pleasurable"
(Post-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	5(1.5%)	30(9.0%)	104(31.3%)	67(20.2%)	120(36.1%)	6(1.8%)	332(100%)
Quit over a year ago	3(20.0%)	6(40.0%)	3(20.0%)	1(6.7%)	1(6.7%)	1(6.7%)	15(100%)
Quit less than a year ago	4(16.0%)	10(40.0%)	5(20.0%)	3(12.0%)	3(12.0%)	0	25(100%)
1 - 9 daly	6(6.5%)	44(47.3%)	29(31.2%)	9(9.7%)	1(1.1%)	4(4.3%)	93(100%)
10 - 19 "	13(19.1%)	43(63.3%)	8(11.8%)	0	1(1.5%)	3(4.4%)	68(100%)
20 - 29 "	24(31.2%)	43(55.9%)	7(9.1%)	1(1.3%)	0	2(2.6%)	77(100%)
30 - 39 "	6(33.4%)	8(44.5%)	4(22.2%)	0	0	0	18(100%)
40 & over "	6(85.7%)	0	1(14.3%)	0	0	0	7(100%)
No data	1(3.1%)	19(59.4%)	3(9.4%)	5(15.6%)	2(6.3%)	2(6.3%)	32(100%)
TOTAL	68(10.2%)	203(30.4%)	164(24.6%)	86(12.9%)	128(19.2%)	18(2.7%)	667(100%)

Table 27

Students' Sex By The Response To "Cigarettes Do More Good For A Person Than Harm"
(Pre-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	22(4.5%)	25 (5.1%)	60(12.4%)	102(21.0%)	271(55.8%)	6(1.2%)	486(100%)
Female	7(2.3%)	9(3.0%)	36(11.9%)	70(23.2%)	178(59.0%)	2(0.7%)	302(100%)
No Data	0	0	0	0	0	0	0
TOTAL	29(3.7%)	34(4.3%)	96(12.2%)	172(21.8%)	449(57.0%)	8(1.0%)	788(100%)

Table 28

Students' Sex By The Response To "Cigarettes Do More Good For A Person Than Harm"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	25(6.2%)	23(5.7%)	49(12.1%)	102(25.3%)	198(49.0%)	7(1.7%)	404(100%)
Female	6(2.3%)	7(2.7%)	38(14.6%)	49(18.8%)	153(58.6%)	8(53.3)	261(100%)
No Data	0	0	1(50.0%)	0	1(50.0%)	0	2(100%)
TOTAL	31(4.7%)	30(4.5%)	88(13.2%)	151(22.6%)	352(52.8%)	15(2.3%)	667(100%)

Table 29

Students' Class By The Response To, "Cigarettes Do More Good For A Person Than Harm"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	12(4.5%)	10(3.8%)	31(11.7%)	57(21.5%)	151(57.0%)	4(1.6%)	265(100%)
Sophomore	7(5.1%)	9(6.6%)	16(11.7%)	27(19.7%)	77(56.2%)	1(0.7%)	137(100%)
Junior	5(3.3%)	7(4.6%)	19(12.5%)	35(23.0%)	84(55.3%)	2(1.3%)	152(100%)
Senior	3(2.3%)	4(3.0%)	21(16.0%)	28(21.2%)	76(57.6%)	0	132(100%)
Graduate	2(2.0%)	4(4.0%)	9(9.1%)	25(25.3%)	58(58.6%)	1(1.0%)	99(100%)
No Data	0	0	0	0	3(100.0%)	0	3(100%)
TOTAL	29(3.7%)	34(4.3%)	96(12.2%)	172(21.8%)	449(57.0%)	8(1.0%)	788(100%)

Students' Class By The Response To, "Cigarettes Do More Good For A Person Than Harm"
(Post-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	14(6.2%)	7(3.1%)	34(15.0%)	46(20.4%)	119(52.7%)	6(2.7%)	226(100%)
Sophomore	9(8.1%)	3(2.7%)	13(11.7%)	25(22.5%)	59(53.1%)	2(1.8%)	111(100%)
Junior	5(3.7%)	8(5.9%)	14(10.3%)	33(24.3%)	72(52.9%)	4(2.9%)	136(100%)
Senior	2(1.7%)	9(7.8%)	19(16.4%)	25(21.6%)	60(51.7%)	1(0.9%)	116(100%)
Graduate	1(1.3%)	3(4.0%)	7(9.3%)	22(29.3%)	40(53.3%)	2(2.7%)	75(100%)
No Data	0	0	1(33.3%)	0	2(66.7%)	0	3(100%)
TOTAL	31(4.7%)	30(4.5%)	88(13.2%)	151(22.6%)	352(52.8%)	15(2.3%)	667(100%)

Table 31

Students' Smoking Habits By, "Cigarettes Do More Good For A Person Than Harm"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	16(4.2%)	6(1.6%)	30(7.8%)	70(18.2%)	259(67.3%)	3(0.8%)	384(100%)
Quit over a year ago	1(4.0%)	1(4.0%)	2(8.0%)	4(16.0%)	17(68.0%)	0	25(100%)
Quit less than a year ago	2(10.0%)	0	1(5.0%)	0	17(85.0%)	0	20(100%)
1 - 9 daily	1(1.1%)	3(3.2%)	15(16.1%)	28(30.1%)	42(45.2%)	4(4.3%)	93(100%)
10 - 19 "	1(1.3%)	3(3.8%)	20(25.0%)	20(25.0%)	36(45.0%)	0	80(100%)
20 - 29 "	3(3.0%)	11(10.9%)	16(15.8%)	30(29.7%)	41(40.6%)	0	101(100%)
30 - 39 "	1(5.0%)	4(20.0%)	3(15.0%)	7(35.0%)	5(25.0%)	0	20(100%)
40 & over "	1(12.5%)	2(25.0%)	0	1(12.5%)	4(50.0%)	0	8(100%)
No data	3(5.3%)	4(7.0%)	9(15.8%)	12(21.1%)	29(50.9%)	1(1.8%)	58(100%)
TOTAL	29(3.7%)	34(4.2%)	96(12.2%)	172(21.8%)	450(57.1%)	8(1.0%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 2ND AVE. S.W. GRAND FORK, N.D. 58202
 TEL. 505.775.1111 FAX 505.775.1112

Table 32

Students' Smoking Habits By, "Cigarettes Do More Good For A Person Than Harm"
(Post-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	19(5.7%)	12(3.6%)	27(8.1%)	60(18.1%)	211(63.5%)	3(0.9%)	332(100%)
Quit over a year ago	1(6.7%)	1(6.7%)	1(6.7%)	4(26.7%)	7(46.7%)	1(6.7%)	15(100%)
Quit less than a year ago	0	2(8.0%)	4(16.0%)	9(36.0%)	10(40.0%)	0	25(100%)
1 - 9 daily	6(6.5%)	3(3.2%)	16(17.2%)	24(25.8%)	40(43.0%)	4(4.3%)	93(100%)
10 - 19 "	1(1.5%)	4(5.9%)	17(25.0%)	19(28.0%)	24(35.3%)	3(4.4%)	68(100%)
20 - 29 "	2(2.6%)	5(6.5%)	16(20.8%)	21(27.3%)	32(41.6%)	1(1.3%)	77(100%)
30 - 39 "	1(5.6%)	1(5.6%)	1(5.6%)	4(22.2%)	10(55.6%)	1(5.6%)	18(100%)
40 & over "	1(14.3%)	0	3(42.8%)	1(14.3%)	2(28.6%)	0	7(100%)
No data	0	2(6.3%)	4(12.5%)	9(28.1%)	15(46.9%)	2(6.3%)	32(100%)
TOTAL	31(4.7%)	30(4.5%)	89(13.3%)	151(22.6%)	351(52.6%)	15(2.3%)	667(100%)

Table 33

Students' Sex By The Response To, "Cigarettes Cost More Than The Pleasure Is Worth"
(Pre-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	185(38.0%)	111(22.8%)	103(21.2%)	60(12.4%)	22(4.5%)	5(1.0%)	486(100%)
Female	137(45.4%)	81(26.8%)	46(15.2%)	27(8.9%)	9(3.0%)	2(0.7%)	302(100%)
No Data	0	0	0	0	0	0	0
TOTAL	322(40.9%)	192(24.4%)	149(18.9%)	87(11.0%)	31(3.9%)	7(0.9%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 1000 1000 1000 1000 1000
 1000 1000 1000 1000 1000 1000

Table 34

Students' Sex By The Response To, "Cigarettes Cost More Than The Pleasure Is Worth"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	151(37.4%)	95(23.5%)	79(19.6%)	52(12.9%)	18(4.5%)	9(2.2%)	404(100%)
Female	112(42.9%)	63(24.1%)	49(18.8%)	21(8.1%)	7(2.7%)	9(3.5%)	261(100%)
No Data	0	1(50.0%)	1(50.0%)	0	0	0	2(100%)
TOTAL	263(39.4%)	159(23.8%)	129(19.3%)	73(10.9%)	25(3.8%)	18(2.7%)	667(100%)

Students' Class By The Response To, "Cigarettes Cost More Than The Pleasure Is Worth"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	118(44.5%)	58(21.9%)	46(17.4%)	29(10.9%)	12(4.5%)	2(0.8%)	265(100%)
Sophomore	59(43.1%)	27(19.7%)	23(16.8%)	22(16.1%)	5(3.7%)	1(0.7%)	137(100%)
Junior	60(39.5%)	42(27.6%)	28(18.4%)	15(9.9%)	6(4.0%)	1(0.7%)	152(100%)
Senior	50(37.9%)	40(30.3%)	26(19.7%)	10(7.6%)	5(3.8%)	1(0.8%)	132(100%)
Graduate	33(33.3%)	25(25.3%)	25(25.3%)	11(11.1%)	3(3.0%)	2(2.0%)	99(100%)
No Data	2(66.7%)	0	1(33.3%)	0	0	0	3(100%)
TOTAL	322(40.9%)	192(24.4%)	149(18.9%)	87(11.0%)	31(3.9%)	7(0.9%)	788(100%)

Table 36

Students' Class By The Response To, "Cigarettes Cost More Than The Pleasure Is Worth"
(Post-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	109(48.2%)	39(17.3%)	41(18.1%)	21(9.3%)	10(4.4%)	6(2.7%)	226(100%)
Sophomore	38(34.2%)	28(25.2%)	23(20.7%)	15(13.5%)	4(3.6%)	3(2.7%)	111(100%)
Junior	53(39.0%)	39(28.7%)	21(15.4%)	13(9.6%)	5(3.7%)	5(3.7%)	136(100%)
Senior	37(31.9%)	33(28.5%)	31(26.7%)	12(10.3%)	2(1.7%)	1(0.9%)	116(100%)
Graduate	26(34.7%)	19(25.3%)	13(17.3%)	11(14.7%)	3(4.0%)	3(4.0%)	75(100%)
No Data	0	1(33.3%)	0	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	263(39.4%)	159(23.8%)	129(19.3%)	73(10.9%)	25(3.8%)	18(2.7%)	667(100%)

Table 37

Students' Smoking Habits By, "Cigarettes Cost More Than The Pleasure Is Worth"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	201(52.3%)	97(25.2%)	51(13.3%)	16(4.2%)	14(3.6%)	5(1.3%)	384(100%)
Quit over a year ago	12(48.0%)	3(12.0%)	9(36.0%)	1(4.0%)	0	0	25(100%)
Quit less than a year ago	7(35.0%)	4(20.0%)	5(25.0%)	4(20.0%)	0	0	20(100%)
1 - 9 daily	27(29.0%)	25(26.9%)	23(24.7%)	15(16.1%)	1(1.1%)	2(2.2%)	93(100%)
10 - 19 "	27(33.8%)	22(27.5%)	15(18.8%)	13(16.3%)	3(3.8%)	0	80(100%)
20 - 29 "	18(17.8%)	23(22.8%)	26(25.7%)	29(28.7%)	5(5.0%)	0	101(100%)
30 - 39 "	5(25.0%)	3(15.0%)	5(25.0%)	5(25.0%)	2(10.0%)	0	20(100%)
40 & over "	1(12.5%)	1(12.5%)	2(12.5%)	1(12.5%)	3(37.5%)	0	8(100%)
No data	24(42.1%)	14(24.6%)	13(22.8%)	3(5.3%)	3(5.3%)	0	57(100%)
TOTAL	322(40.9%)	192(24.4%)	149(18.9%)	87(11.0%)	31(3.9%)	7(0.9%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 N. DAKOTA AVE.
 GRAND FORT, N.D. 58001

Table 38

Students' Smoking Habits By, "Cigarettes Cost More Than The Pleasure Is Worth"
(Post-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	182(54.8%)	71(21.4%)	50(15.1%)	14(4.2%)	9(2.7%)	6(1.8%)	332(100%)
Quit over a year ago	3(20.0%)	3(20.0%)	4(26.7%)	3(20.0%)	1(6.7%)	1(6.7%)	15(100%)
Quit less than a year ago	10(40.0%)	5(20.0%)	4(16.0%)	5(20.0%)	1(4.0%)	0	25(100%)
1 - 9 daily	23(24.7%)	31(33.3%)	25(26.9%)	9(9.7%)	1(1.1%)	4(4.3%)	93(100%)
10 - 19 "	11(16.2%)	17(25.0%)	17(25.0%)	19(28.0%)	1(1.5%)	3(4.4%)	68(100%)
20 - 29 "	17(22.1%)	18(23.4%)	17(22.1%)	15(19.5%)	9(11.7%)	1(1.3%)	77(100%)
30 - 39 "	4(22.2%)	4(22.2%)	5(27.8%)	4(22.2%)	0	1(5.6%)	18(100%)
40 & over "	2(28.6%)	0	1(14.3%)	2(28.6%)	2(28.6%)	0	7(100%)
No data	10(31.3%)	10(31.3%)	7(21.9%)	2(6.3%)	1(3.1%)	2(6.3%)	32(100%)
TOTAL	262(39.3%)	159(23.8%)	130(19.5%)	73(10.9%)	25(3.8%)	18(2.7%)	667(100%)

Table 39

Students' Sex By The Response To, "When I Have Children, I Hope They Never Smoke"
(Pre-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	282(58.0%)	97(2.0%)	79(16.3%)	11(2.3%)	11(2.3%)	6(1.2%)	486(100%)
Female	162(53.6%)	47(15.6%)	74(24.5%)	7(2.3%)	5(1.7%)	7(2.3%)	302(100%)
No Data	0	0	0	0	0	0	0
TOTAL	444(56.4%)	144(18.3%)	153(19.4%)	18(2.3%)	16(2.0%)	13(1.7)	788(100%)

Table 40

Students' Sex By The Response To "When I Have Children, I Hope They Never Smoke"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	226(55.9%)	76(18.8%)	78(19.3%)	11(2.7%)	5(1.2%)	8(2.0%)	404(100%)
Female	139(53.3%)	46(17.6%)	57(21.8%)	7(2.7%)	2(0.8%)	10(3.8%)	261(100%)
No Data	2(100.0%)	0	0	0	0	0	2(100%)
TOTAL	367(55.0%)	122(18.3%)	135(20.2%)	18(2.7%)	7(1.1%)	18(2.7%)	667(100%)

Students' Class By The Response To, "When I Have Children I Hope They Never Smoke"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	154(58.1%)	38(14.3%)	55(20.8%)	11(4.2%)	5(1.9%)	2(0.8%)	265(100%)
Sophomore	79(57.7%)	25(18.3%)	24(17.5%)	2(1.5%)	4(2.9%)	3(2.2%)	137(100%)
Junior	84(55.3%)	28(18.4%)	30(19.7%)	3(2.0%)	4(2.6%)	3(2.0%)	152(100%)
Senior	61(46.2%)	34(25.8%)	32(24.2%)	1(0.8%)	1(0.8%)	3(2.3%)	132(100%)
Graduate	64(64.6%)	19(19.2%)	11(11.1%)	1(1.0%)	2(2.0%)	2(2.0%)	99(100%)
No Data	2(66.7%)	0	1(33.3%)	0	0	0	3(100%)
TOTAL	444(56.4%)	144(18.3%)	153(19.4%)	18(2.3%)	16(2.0%)	13(1.7%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES

Table 42

Students' Class By The Response To, "When I Have Children I Hope They Never Smoke"
(Post-Test).

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	127(56.2%)	35(15.5%)	54(23.9%)	5(2.2%)	0	5(2.2%)	226(100%)
Sophomore	65(58.6%)	19(17.1%)	18(16.2%)	3(2.7%)	3(2.7%)	3(2.7%)	111(100%)
Junior	77(56.6%)	26(19.1%)	25(18.4%)	2(1.5%)	1(0.7%)	5(3.7%)	136(100%)
Senior	55(47.4%)	28(24.1%)	27(23.3%)	5(4.3%)	0	1(0.9%)	116(100%)
Graduate	41(54.7%)	14(18.7%)	10(13.3%)	3(4.0%)	3(4.0%)	4(5.3%)	75(100%)
No Data	2(66.7%)	0	1(33.3%)	0	0	0	3(100%)
TOTAL	367(55.0%)	122(18.3%)	135(20.2%)	18(2.7%)	7(1.1%)	18(2.7%)	667(100%)

Table 43

Students' Smoking Habits By, "When I Have Children I Hope They Never Smoke"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	248(64.5%)	64(16.6%)	50(13.0%)	4(1.0%)	9(2.3%)	9(2.3%)	384(100%)
Quit over a year ago	18(72.0%)	4(16.0%)	2(8.0%)	0	0	1(4.0%)	25(100%)
Quit less than a year ago	17(85.0%)	0	3(15.0%)	0	0	0	20(100%)
1 - 9 daily	37(39.8%)	22(23.7%)	23(24.7%)	6(6.5%)	4(4.3%)	1(1.1%)	93(100%)
10 - 19 "	36(45.0%)	16(20.0%)	25(31.3%)	2(2.5%)	1(1.3%)	0	80(100%)
20 - 29 "	49(48.5%)	16(15.8%)	30(29.7%)	3(3.0%)	2(2.0%)	1(1.0%)	101(100%)
30 - 39 "	8(40.0%)	4(20.0%)	6(30.0%)	2(10.0%)	0	0	20(100%)
40 & over "	4(50.0%)	1(12.5%)	3(37.5%)	0	0	0	8(100%)
No data	27(47.4%)	17(29.8%)	11(19.3%)	1(1.8%)	0	1(1.8%)	57(100%)
TOTAL	444(56.4%)	144(18.3%)	153(19.4%)	18(2.3%)	16(2.0%)	13(1.7%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARY
 1000 - 1000 1000 - 1000 1000 - 1000
 1000 - 1000 1000 - 1000 1000 - 1000

Table 44

Students' Smoking Habits By, "When I Have Children I Hope They Never Smoke"
(Post-Test)

Smoking Habit	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	213(64.1%)	64(19.3%)	37(11.1%)	7(2.1%)	6(1.8%)	5(1.5%)	332(100%)
Quit over a year ago	9(60.0%)	4(26.7%)	1(6.7%)	0	0	1(6.7%)	15(100%)
Quit less than a year ago	17(68.0%)	2(8.0%)	6(24.0%)	0	0	0	25(100%)
1 - 9 daily	44(47.3%)	14(15.1%)	27(29.0%)	3(3.2%)	0	5(5.4%)	93(100%)
10 - 19 "	23(33.8%)	15(22.1%)	25(36.8%)	1(1.5%)	0	4(5.9%)	68(100%)
20 - 29 "	30(39.0%)	14(18.2%)	26(33.8%)	5(6.5%)	1(1.3%)	1(1.3%)	77(100%)
30 - 39 "	6(33.3%)	5(27.8%)	6(33.3%)	1(5.6%)	0	0	18(100%)
40 & over "	3(42.8%)	1(14.3%)	3(42.8%)	0	0	0	7(100%)
No data	21(65.6%)	4(12.5%)	4(12.5%)	1(3.1%)	0	2(6.3%)	32(100%)
TOTAL	366(54.9%)	123(18.4%)	135(20.2%)	18(2.7%)	7(1.1%)	18(2.7%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 1000 1000 1000 1000 1000
 1000 1000 1000 1000 1000 1000

Table 45

Students' Sex By The Response To "There Is Nothing Wrong With Smoking"
(Pre-Test) .

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	25(5.1%)	62(12.8%)	98(20.2%)	121(24.9%)	177(36.4%)	3(0.6%)	486(100%)
Female	12 (4.0%)	44(14.6%)	60(19.9%)	99(32.8%)	83(27.5%)	4(1.3%)	302(100%)
No Data	0	0	0	0	0	0	0
TOTAL	37(4.7%)	106(13.5%)	158(20.1%)	220(27.9%)	260(33.0%)	7(0.9%)	788(100%)

Table 46

Students' Sex By The Response To "There Is Nothing Wrong With Smoking"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	18(4.5%)	60(14.9%)	87(21.5%)	110(27.2%)	119(29.5%)	10(2.5%)	404(100%)
Female	9(3.5%)	39(14.9%)	66(25.3%)	63(24.1%)	74(28.4%)	10(3.8)	261(100%)
No Data	0	0	0	2(100.0%)	0	0	2(100%)
TOTAL	27(4.1%)	99(14.8%)	153(22.9%)	175(26.2%)	193(28.9%)	20(3.0%)	667(100%)

Table 47

Students' Class By The Response To, "There Is Nothing Wrong With Smoking"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	16(6.0%)	35(13.2%)	59(22.3%)	68(25.7%)	86(32.5%)	1(3.4%)	265(100%)
Sophomore	6(4.4%)	18(13.1%)	27(19.7%)	37(27.0%)	47(27.0%)	2(1.5%)	137(100%)
Junior	7(4.6%)	21(13.8%)	27(17.8%)	53(34.9%)	43(28.3%)	1(0.7%)	152(100%)
Senior	8(6.1%)	16(12.1%)	33(25.0%)	38(28.8%)	35(26.5%)	2(1.5%)	132(100%)
Graduate	0	16(16.2%)	12(12.1%)	22(22.2%)	48(48.5%)	1(1.0%)	99(100%)
No Data	0	0	0	2(66.7%)	1(33.3%)	0	3(100%)
TOTAL	37(5.5%)	106(13.6%)	158(20.3%)	220(28.3%)	250(32.1%)	7(1.0%)	788(100%)

Table 48

Students' Class By The Response To, "There Is Nothing Wrong With Smoking"
(Post-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	11(4.9%)	36(15.9%)	51(22.6%)	60(26.6%)	63(27.9%)	5(2.2%)	226(100%)
Sophomore	3(2.7%)	10(9.0%)	32(28.4%)	24(21.6%)	39(35.1%)	3(2.7%)	111(100%)
Junior	3(2.2%)	24(17.7%)	38(20.6%)	35(25.7%)	41(30.2%)	5(3.7%)	146(100%)
Senior	6(5.2%)	12(10.3%)	33(28.5%)	33(28.5%)	29(25.0%)	3(2.6%)	116(100%)
Graduate	4(5.3%)	6(8.0%)	19(25.3%)	22(29.3%)	20(26.7%)	4(5.3%)	75(100%)
No Data	0	1(33.3%)	0	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	27(4.1%)	89(13.3%)	173(24.4%)	175(26.2%)	193(28.9%)	20(3.0%)	667(100%)

Table 49

Students' Smoking Habits By, "There Is Nothing Wrong With Smoking"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	14(3.6%)	33(8.6%)	59(15.3%)	119(30.9%)	154(40.0%)	5(1.3%)	384(100%)
Quit over a year ago	0	1(4.0%)	1(4.0%)	7(28.0%)	16(64.0%)	0	25(100%)
Quit less than a year ago	0	3(15.0%)	2(10.0%)	2(10.0%)	13(65.0%)	0	20(100%)
1 - 9 daily	2(2.2%)	16(17.2%)	30(32.3%)	28(30.1%)	16(17.2%)	1(1.1%)	93(100%)
10 - 19 "	6(7.5%)	15(18.8%)	20(25.0%)	17(21.3%)	22(27.5%)	0	80(100%)
20 - 29 "	8(7.9%)	22(21.8%)	19(18.8%)	32(31.7%)	20(19.8%)	0	101(100%)
30 - 39 "	2(10.0%)	7(35.0%)	5(25.0%)	2(10.0%)	4(20.0%)	0	20(100%)
40 & over "	2(25.0%)	2(25.0%)	1(12.5%)	0	3(37.5%)	0	8(100%)
No data	3(5.3%)	7(12.3%)	21(36.8%)	13(22.8%)	12(21.1%)	1(1.8%)	57(100%)
TOTAL	37(4.7%)	106(13.5%)	158(20.1%)	220(27.9%)	260(33.0%)	7(0.9%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 2ND FLOOR
 GRAND FORK, N.D. 58202

Table 50

Students' Smoking Habits By, "There Is Nothing Wrong With Smoking"
(Post-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	12(3.6%)	33(9.9%)	68(20.5%)	86(25.9%)	126(37.9%)	7(2.1%)	332(100%)
Quit over a year ago	4(26.7%)	3(20.0%)	3(20.0%)	0	4(26.7%)	1(6.7%)	15(100%)
Quit less than a year ago	1(4.0%)	5(20.0%)	5(20.0%)	8(32.0%)	6(24.0%)	0	25(100%)
1 - 9 daily	1(1.1%)	19(20.4%)	29(31.2%)	24(25.8%)	16(17.2%)	4(4.3%)	93(100%)
10 - 19 "	4(5.9%)	9(13.2%)	22(32.4%)	19(28.0%)	9(13.2%)	5(7.4%)	68(100%)
20 - 29 "	4(5.2%)	16(20.8%)	23(29.9%)	16(20.8%)	17(22.1%)	1(1.3%)	77(100%)
30 - 39 "	3(16.7%)	4(22.2%)	2(11.1%)	4(22.2%)	5(27.8%)	0	18(100%)
40 & daily "	1(14.3%)	0	1(14.3%)	3(42.8%)	2(28.6%)	0	7(100%)
No data	1(3.1%)	0	10(31.3%)	11(34.4%)	8(25.0%)	2(6.3%)	32(100%)
TOTAL	31(4.6%)	89(13.3%)	163(24.4%)	171(25.6%)	193(28.9%)	20(3.0%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 2ND AVE. S.W. GRAND FORK, N.D. 58202
 701.775.4100 FAX 701.775.4101

Table 51

Students' Sex By The Response To, "Smoking Is A Dirty Habit"
(Pre-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	108(22.2%)	105(21.6%)	114(23.5%)	82(16.9%)	69(14.2%)	8(1.7%)	486(100%)
Female	90(29.8%)	80(26.5%)	51(16.9%)	40(13.3%)	34(11.3%)	7(2.3%)	302(100%)
No Data	0	0	0	0	0	0	0
TOTAL	198(25.1%)	185(23.5%)	165(20.9%)	122(15.5%)	103(13.1%)	15(1.9%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 1000 1000 1000 1000 1000
 1000 1000 1000 1000 1000 1000

Table 52

Students' Sex By The Response To "Smoking Is A Dirty Habit"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	92(22.8%)	91(22.5%)	105(26.0%)	63(15.6%)	42(10.4%)	11(2.7%)	404(100%)
Female	86(33.0%)	65(24.9%)	55(21.1%)	25(9.6%)	21(8.1%)	9(3.5%)	261(100%)
No Data	0	0	0	1(50.0%)	1(50.0%)	0	2(100%)
TOTAL	178(26.7%)	156(23.4%)	160(24.0%)	89(13.3%)	64(9.6%)	20(3.0%)	667(100%)

Table 53

Students' Class By The Response To, "Smoking Is A Dirty Habit"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	68(25.7%)	52(19.6%)	57(21.5%)	41(15.5%)	42(15.9%)	5(1.9%)	265(100%)
Sophomore	38(27.7%)	29(21.2%)	29(21.2%)	20(14.6%)	18(13.1%)	3(2.2%)	137(100%)
Junior	35(23.0%)	44(28.9%)	29(19.1%)	24(15.8%)	18(11.8%)	2(1.3%)	152(100%)
Senior	32(24.2%)	31(23.5%)	31(23.5%)	24(18.2%)	12(9.1%)	2(1.5%)	132(100%)
Graduate	24(24.2%)	29(29.3%)	19(19.2%)	12(12.1%)	13(13.1%)	2(2.0%)	99(100%)
No Data	1(33.3%)	0	0	1(33.3%)	0	1(33.3%)	3(100%)
TOTAL	198(25.1%)	185(23.5%)	165(20.9%)	122(15.5%)	103(13.1%)	15(1.9%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 2ND FLOOR
 GRAND FORK, N.D. 58202

Table 54

Students' Class By The Response To, "Smoking Is A Dirty Habit"
(Post-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	58(25.7%)	41(18.1%)	75(33.2%)	23(10.2%)	21(9.3%)	8(3.5%)	226(100%)
Sophomore	32(28.8%)	19(17.1%)	26(23.4%)	18(16.2%)	14(12.6%)	2(1.8%)	111(100%)
Junior	36(26.5%)	44(32.4%)	20(14.7%)	18(13.2%)	13(9.6%)	5(3.7%)	136(100%)
Senior	29(25.0%)	36(31.0%)	24(20.7%)	17(14.7%)	8(6.9%)	2(1.7%)	116(100%)
Graduate	22(29.3%)	16(21.3%)	15(20.0%)	12(16.0%)	7(9.3%)	3(4.0%)	75(100%)
No Data	1(33.3%)	0	0	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	178(26.7%)	156(23.4%)	160(24.0%)	89(13.3%)	64(9.6%)	20(3.0%)	667(100%)

Table 55

Students' Smoking Habits By, "Smoking Is A Dirty Habit"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	119(30.9%)	95(24.7%)	83(21.6%)	48(12.2%)	33(8.6%)	6(1.6%)	384(100%)
Quit over a year ago	10(40.0%)	6(24.0%)	4(16.0%)	3(12.0%)	1(4.0%)	1(4.0%)	25(100%)
Quit less than a year ago	8(40.0%)	5(25.0%)	3(15.0%)	2(10.0%)	2(10.0%)	0	20(100%)
1 - 9 daily	16(17.2%)	24(25.8%)	22(23.7%)	18(19.4%)	11(11.4%)	2(2.2%)	93(100%)
10 - 19 "	12(15.0%)	19(23.3%)	11(13.8%)	22(27.5%)	15(18.8%)	1(1.3%)	80(100%)
20 - 29 "	17(16.8%)	21(20.8%)	21(20.8%)	15(14.9%)	25(24.8%)	2(2.0%)	101(100%)
30 - 39 "	2(10.0%)	4(20.0%)	5(25.0%)	5(25.0%)	4(20.0%)	0	20(100%)
40 & over "	2(25.0%)	1(12.5%)	1(12.5%)	2(25.0%)	2(25.0%)	0	8(100%)
No data	12(21.1%)	10(17.5%)	15(26.3%)	8(14.0%)	10(17.5%)	2(3.5%)	57(100%)
TOTAL	198(25.1%)	185(23.5%)	165(20.9%)	123(15.5%)	103(13.1%)	14(1.8%)	788(100%)

Table 56

Students' Smoking Habits By, "Smoking Is A Dirty Habit"
(Post-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	112(33.7%)	88(26.5%)	78(23.5%)	31(9.3%)	17(5.1%)	6(1.8%)	332(100%)
Quit over a year ago	6(40.0%)	1(6.7%)	3(20.0%)	3(20.0%)	1(13.3%)	1(13.3%)	15(100%)
Quit less than a year ago	6(24.0%)	8(32.0%)	4(16.0%)	2(8.0%)	5(20.0%)	0	25(100%)
1 - 9 daily	15(16.1%)	17(18.3%)	25(26.9%)	19(20.4%)	12(12.9%)	5(5.4%)	93(100%)
10 - 19 "	14(20.6%)	8(11.8%)	20(29.4%)	10(14.7%)	13(19.1%)	3(4.4%)	68(100%)
20 - 29 "	11(14.3%)	20(26.0%)	21(27.3%)	15(19.5%)	8(10.4%)	2(2.6%)	77(100%)
30 - 39 "	2(11.1%)	7(38.9%)	0	4(22.2%)	4(22.2%)	1(5.5%)	18(100%)
40 & over "	3(42.8%)	0	1(14.3%)	1(14.3%)	2(28.6%)	0	7(100%)
No data	9(28.1%)	7(21.9%)	7(21.9%)	5(15.6%)	2(6.3%)	2(6.3%)	32(100%)
TOTAL	178(26.7%)	156(23.4%)	159(23.8%)	90(13.5%)	64(9.6%)	20(3.0%)	667(100%)

Table 57

Students' Sex By The Response To, "There Is Nothing Wrong
With Smoking As Long As A Person Smokes Moderately"
(Pre-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	44(9.1%)	111(22.8%)	122(25.1%)	130(26.8%)	75(15.4%)	4(0.8%)	486(100%)
Female	26(8.6%)	78(25.8%)	76(25.2%)	72(23.8%)	49(16.2%)	1(0.3%)	302(100%)
No Data	0	0	0	0	0	0	0
TOTAL	70(8.9%)	189(24.0%)	198(25.1%)	202(25.6%)	124(15.7%)	5(0.6%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 N. DAKOTA AVE. - GRAND FORK, N.D. 58202
 TEL. 755-4111 FAX 755-4112

Table 58

Students' Sex By The Response To "There Is Nothing Wrong
With Smoking As Long As A Person Smokes Moderately"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	21(5.2%)	90(22.3%)	112(27.7%)	122(30.2%)	50(12.4%)	9(2.2%)	404(100%)
Female	16(6.1%)	70(26.8%)	68(26.1%)	67(25.7%)	31(11.9%)	9(3.5%)	261(100%)
No Data	0	1(50.0%)	0	1(50.0%)	0	0	2(100%)
TOTAL	37(5.6%)	161(24.1%)	180(27.0%)	190(28.5%)	81(12.1%)	18(2.7%)	667(100%)

Table 59

Students' Class By The Response To, "There Is Nothing Wrong
With Smoking As Long As A Person Smokes Moderately"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	28(10.6%)	71(26.8%)	73(27.5%)	52(19.6%)	39(14.7%)	2(0.8%)	265(100%)
Sophomore	13(9.5%)	31(22.6%)	32(23.4%)	35(25.6%)	25(18.3%)	1(0.7%)	137(100%)
Junior	11(7.2%)	30(19.7%)	42(27.6%)	44(28.9%)	24(15.8%)	1(0.7%)	152(100%)
Senior	14(10.6%)	35(26.5%)	33(25.0%)	36(27.3%)	14(10.6%)	0	132(100%)
Graduate	4(4.0%)	22(22.2%)	18(18.2%)	33(33.3%)	21(21.1%)	1(1.0%)	99(100%)
No Data	0	0	0	2(66.7%)	1(33.3%)	0	3(100%)
TOTAL	70(8.9%)	189(27.5%)	198(25.1%)	202(25.6%)	124(15.7%)	5(0.6%)	788(100%)

Table 60

Students' Class By The Response To, "There Is Nothing Wrong
With Smoking As Long As A Person Smokes Moderately"
(Post-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	11(4.8%)	62(27.4%)	70(31.0%)	52(23.0%)	25(11.1%)	6(2.7%)	226(100%)
Sophomore	8(7.2%)	25(22.5%)	29(26.1%)	34(30.6%)	13(11.7%)	2(1.8%)	111(100%)
Junior	6(4.4%)	30(22.1%)	35(25.7%)	46(33.8%)	14(10.3%)	5(3.7%)	136(100%)
Senior	9(7.8%)	28(24.1%)	29(25.0%)	36(31.0%)	12(10.3%)	2(1.7%)	116(100%)
Graduate	3(4.0%)	14(18.7%)	17(22.7%)	21(28.0%)	17(22.7%)	3(4.0%)	75(100%)
No Data	0	2(66.7%)	0	1(33.3%)	0	0	3(100%)
TOTAL	37(5.6%)	161(24.1%)	180(27.0%)	190(28.5%)	81(12.1%)	18(2.7%)	667(100%)

Table 61

Students' Smoking Habits By, "There Is Nothing Wrong With
Smoking As Long As A Person Smokes Moderately"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	21(5.5%)	69(17.9%)	82(21.3%)	128(33.3%)	82(21.3%)	2(0.5%)	384(100%)
Quit over a year ago	0	5(20.0%)	4(16.0%)	8(32.0%)	8(32.0%)	0	25(100%)
Quit less than a year ago	1(5.0%)	2(10.0%)	6(30.0%)	9(45.0%)	2(10.0%)	0	20(100%)
1 - 9 daily	10(10.8%)	38(40.9%)	28(30.1%)	9(9.7%)	7(7.5%)	1(1.1%)	93(100%)
10 - 19 "	11(13.8%)	26(32.5%)	23(28.8%)	9(11.3%)	11(13.8%)	0	80(100%)
20 - 29 "	13(12.9%)	22(21.8%)	30(29.3%)	25(24.8%)	10(9.9%)	1(1.0%)	101(100%)
30 - 39 "	4(20.0%)	4(20.0%)	10(50.0%)	2(10.0%)	0	0	20(100%)
40 & over "	3(37.5%)	2(25.0%)	1(12.5%)	1(12.5%)	1(12.5%)	0	8(100%)
No data	7(12.3%)	21(36.8%)	14(24.6%)	11(19.3%)	3(5.3%)	1(1.8%)	57(100%)
TOTAL	70(8.8%)	189(21.6%)	198(25.1%)	202(25.6%)	124(15.7%)	5(0.6%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARY
1000 - 9000
1000 - 9000

Table 62

Students' Smoking Habits By, "There Is Nothing Wrong With
Smoking As Long As A Person Smokes Moderately"
(Post-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	9(2.7%)	57(17.2%)	89(26.8%)	118(35.5%)	54(16.3%)	5(1.5%)	332(100%)
Quit over a year ago	0	3(20.0%)	4(26.7%)	3(20.0%)	3(20.0%)	2(13.3%)	15(100%)
Quit less than a year ago	4(16.0%)	4(16.0%)	6(24.0%)	9(36.0%)	2(8.0%)	0	25(100%)
1 - 9 daily	7(7.5%)	36(38.7%)	26(28.0%)	13(14.0%)	6(6.5%)	5(5.4%)	93(100%)
10 - 19 "	6(8.8%)	24(35.3%)	16(23.5%)	15(22.1%)	4(5.9%)	3(4.4%)	68(100%)
20 - 29 "	7(9.1%)	25(32.5%)	24(31.2%)	12(15.6%)	8(10.4%)	1(1.3%)	77(100%)
30 - 39 "	1(5.6%)	3(16.7%)	5(27.8%)	9(50.0%)	0	0	18(100%)
40 & over "	1(14.3%)	1(14.3%)	3(42.8%)	2(28.6%)	0	0	7(100%)
No data	2(6.3%)	9(28.1%)	6(18.8%)	9(28.1%)	4(12.5%)	2(6.3%)	32(100%)
TOTAL	37(5.6%)	162(24.3%)	179(26.8%)	190(28.5%)	81(12.1%)	18(2.7%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000
 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000

Table 63

Students' Sex By The Response To, "Smoking Helps You To Relax"
(Pre-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	65(13.4%)	180(37.0%)	152(31.3%)	42(8.6%)	43(8.9%)	4(0.8%)	486(100%)
Female	48(15.9%)	98(32.5%)	83(27.5%)	34(11.3%)	37(12.3%)	2(0.7%)	302(100%)
No Data	0	0	0	0	0	0	0
TOTAL	113(14.3%)	278(35.3%)	235(29.8%)	76(9.6%)	80(10.2%)	6(0.8%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 300 N. DAKOTA AVE. GRAND FORK, N.D. 58202
 TEL. 755-4111 FAX 755-4112

Table 64

Students' Sex By The Response To, "Smoking Helps You To Relax"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	46(11.4%)	165(40.8%)	130(32.2%)	26(6.4%)	28(6.9%)	9(2.2%)	404(100%)
Female	29(11.1%)	102(29.1%)	80(30.7%)	15(5.8%)	26(10.0%)	9(3.5%)	261(100%)
No Data	0	1(50.0%)	0	1(50.0%)	0	0	2(100%)
TOTAL	75(11.2%)	268(40.2%)	210(31.5%)	42(6.3%)	54(8.1%)	18(2.7%)	667(100%)

Students' Class By The Response To, "Smoking Helps You To Relax"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	40(15.1%)	84(31.7%)	88(33.2%)	25(9.4%)	26(9.8%)	2(0.8%)	265(100%)
Sophomore	24(17.5%)	47(34.3%)	43(31.4%)	7(5.1%)	15(11.0%)	1(0.7%)	137(100%)
Junior	22(14.5%)	57(37.5%)	40(26.3%)	17(11.2%)	14(9.2%)	2(1.3%)	152(100%)
Senior	19(14.4%)	48(36.4%)	40(30.3%)	16(12.1%)	9(6.8%)	0	132(100%)
Graduate	8(8.1%)	39(39.4%)	24(24.2%)	11(11.1%)	16(16.2%)	1(1.0%)	99(100%)
No Data	0	3(100.0%)	0	0	0	0	3(100%)
TOTAL	113(14.3%)	278(35.3%)	235(29.8%)	76(9.6%)	80(10.2%)	6(0.8%)	788(100%)

Table 66

Students' Class By The Response To, "Smoking Helps You To Relax"
(Post-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	28(12.4%)	82(36.3%)	78(34.5%)	11(4.9%)	20(8.9%)	7(3.1%)	226(100%)
Sophomore	14(12.6%)	45(40.5%)	34(30.6%)	8(7.2%)	7(6.3%)	3(2.7%)	111(100%)
Junior	19(14.0%)	46(33.8%)	48(35.3%)	9(6.6%)	10(7.4%)	4(2.9%)	136(100%)
Senior	10(8.6%)	54(46.6%)	30(25.9%)	11(9.5%)	10(8.6%)	1(0.9%)	116(100%)
Graduate	4(5.3%)	40(53.3%)	19(25.3%)	2(2.7%)	7(9.3%)	3(4.0%)	75(100%)
No Data	0	1(33.3%)	1(33.3%)	1(33.3%)	0	0	3(100%)
TOTAL	75(11.2%)	268(40.2%)	210(31.5%)	42(6.3%)	54(8.1%)	18(2.7%)	667(100%)

Table 67

Students' Smoking Habits By, "Smoking Helps You To Relax"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	19(4.9%)	101(26.3%)	151(39.3%)	42(10.9%)	67(17.4%)	4(1.0%)	384(100%)
Quit over a year ago	2(8.0%)	12(48.0%)	7(28.0%)	1(4.0%)	3(12.0%)	0	25(100%)
Quit less than a year ago	3(15.0%)	10(50.0%)	2(10.0%)	2(10.0%)	3(15.0%)	0	20(100%)
1 - 9 daily	15(16.1%)	48(51.6%)	21(22.6%)	6(6.5%)	2(2.2%)	1(1.1%)	93(100%)
10 - 19 "	22(27.5%)	37(46.3%)	15(18.8%)	6(7.5%)	0	0	80(100%)
20 - 29 "	30(29.7%)	44(43.66%)	16(15.8%)	9(8.9%)	2(2.0%)	0	101(100%)
30 - 39 "	9(45.0%)	6(30.0%)	4(20.0%)	1(5.0%)	0	0	20(100%)
40 & over "	3(37.5%)	3(37.5%)	2(25.0%)	0	0	0	8(100%)
No data	10(17.5%)	17(29.8%)	17(29.8%)	9(15.8%)	3(5.3%)	1(1.8%)	57(100%)
TOTAL	113(14.3%)	278(35.3%)	235(29.8%)	76(9.6%)	80(10.2%)	6(0.8%)	788(100%)

Table 68

Students' Smoking Habits By, "Smoking Helps You To Relax"
(Post-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	9(2.7%)	91(27.4%)	153(46.1%)	29(8.7%)	44(13.2%)	6(1.8%)	332(100%)
Quit over a year ago	2(13.3%)	8(53.3%)	2(13.3%)	0	2(13.3%)	1(6.7%)	15(100%)
Quit less than a year ago	5(20.0%)	12(48.0%)	4(16.0%)	1(4.0%)	2(8.0%)	1(4.0%)	25(100%)
1 - 9 daily	16(17.2%)	54(58.1%)	12(12.9%)	6(6.5%)	1(1.1%)	4(4.3%)	93(100%)
10 - 19 "	11(16.2%)	39(57.4%)	13(19.1%)	2(2.9%)	0	3(4.4%)	68(100%)
20 - 29 "	19(24.7%)	39(50.7%)	17(22.1%)	1(1.3%)	0	1(1.3%)	77(100%)
30 - 39 "	3(16.7%)	9(50.0%)	3(16.7%)	2(11.1%)	1(5.6%)	0	18(100%)
40 & over "	3(42.8%)	3(42.8%)	1(14.3%)	0	0	0	7(100%)
No data	7(21.9%)	13(40.6%)	5(15.6%)	1(3.1%)	4(12.5%)	2(6.3%)	32(100%)
TOTAL	75(11.2%)	268(40.2%)	210(31.5%)	42(6.3%)	54(8.1%)	18(2.7%)	667(100%)

Table 69

Students' Sex By The Response To, "If Parents Smoke They Should Allow Their Children To Smoke"
(Pre-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	31(8.0%)	55(11.3%)	177(36.4%)	89(18.3%)	131(27.0%)	3(0.6%)	486(100%)
Female	31(10.3%)	55(18.2%)	105(34.8%)	44(14.6%)	64(21.2%)	3(1.0%)	302(100%)
No Data	0	0	0	0	0	0	0
TOTAL	62(7.9%)	110(14.0%)	282(35.8%)	133(16.9%)	195(24.8%)	6(0.8%)	783(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 N. DAKOTA AVE. - GRAND FORK, N.D. 58202
 TEL. 755-4111 FAX 755-4112

Table 70

Students' Sex By The Response To, "If Parents Smoke They Should Allow Their Children To Smoke"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	23(5.7%)	59(14.6%)	140(34.7%)	74(18.3%)	99(24.5%)	9(2.2%)	404(100%)
Female	19(7.3%)	52(19.9%)	101(38.7%)	47(18.0%)	34(13.0%)	8(3.1%)	261(100%)
No Data	0	0	0	1(50.0%)	1(50.0%)	0	2(100%)
TOTAL	42(6.3%)	111(16.6%)	241(36.1%)	122(18.3%)	134(20.1%)	17(2.6%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000
 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000

Table 71

Students' Class By The Response To, "If Parents Smoke, They Should Allow Their Children To Smoke"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	20(7.6%)	27(10.2%)	102(38.5%)	45(17.0%)	68(25.7%)	3(1.1%)	265(100%)
Sophomore	12(8.8%)	18(13.1%)	42(30.7%)	21(15.3%)	43(31.4%)	1(0.7%)	137(100%)
Junior	9(5.9%)	23(15.1%)	53(34.9%)	32(21.1%)	34(22.4%)	1(0.7%)	152(100%)
Senior	15(11.4%)	29(22.0%)	45(34.1%)	21(15.9%)	22(16.7%)	0	132(100%)
Graduate	6(6.1%)	13(13.1%)	38(38.4%)	14(14.1%)	27(27.3%)	1(1.0%)	99(100%)
No Data	0	0	2(66.7%)	0	1(33.3%)	0	3(100%)
TOTAL	62(7.9%)	110(14.0%)	282(35.8%)	133(16.9%)	195(24.8%)	6(0.76)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000
 1000 1000 1000 1000 1000 1000 1000 1000 1000 1000

Table 72

Students' Class By The Response To, "If Parents Smoke, They Should Allow Their Children To Smoke"
(Post-Test)

Table 73

Students' Smoking Habits By, "If Parents Smoke
They Should Allow Their Children To Smoke"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	31(8.1%)	60(15.6%)	121(31.5%)	66(17.2%)	102(26.5%)	4(1.0%)	384(100%)
Quit over a year ago	2(8.0%)	6(24.0%)	6(24.0%)	3(12.0%)	8(32.0%)	0	25(100%)
Quit less than a year ago	1(5.0%)	4(20.0%)	5(25.0%)	1(5.0%)	9(45.0%)	0	20(100%)
1 - 9 daily	8(8.6%)	12(12.9%)	40(43.0%)	16(17.2%)	16(17.2%)	1(1.1%)	93(100%)
10 - 19 "	5(6.3%)	5(6.3%)	40(50.0%)	15(18.8%)	15(18.8%)	0	80(100%)
20 - 29 "	8(7.9%)	14(13.9%)	35(34.7%)	21(20.8%)	23(22.8%)	0	101(100%)
30 - 39 "	1(5.0%)	3(15.0%)	10(50.0%)	0	6(30.0%)	0	20(100%)
40 & over "	2(25.0%)	1(12.5%)	3(37.5%)	0	2(25.0%)	0	8(100%)
No data	4(7.0%)	5(8.3%)	22(38.6%)	11(19.3%)	14(24.6%)	1(1.8%)	57(100%)
TOTAL	62(7.9%)	110(14.0%)	282(35.8%)	133(16.9%)	195(24.8%)	6(0.8%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
1000 E. BOULEVARD
GRAND FORT, N.D. 58001

Table 74

Students' Smoking Habits By, "If Parents Smoke
They Should Allow Their Children To Smoke"
(Post-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	22(6.6%)	58(17.5%)	110(33.1%)	64(19.3%)	73(22.0%)	5(1.5%)	332(100%)
Quit over a year ago	0	2(13.3%)	6(40.0%)	4(26.7%)	2(13.3%)	1(6.7%)	15(100%)
Quit less than a year ago	3(12.0%)	7(28.0%)	6(24.0%)	3(12.0%)	5(20.0%)	1(4.0%)	25(100%)
1 - 9 daily	5(5.4%)	15(16.1%)	37(39.8%)	15(16.1%)	17(18.3%)	4(4.3%)	93(100%)
10 - 19 "	1(1.5%)	11(16.2%)	30(44.1%)	14(20.6%)	9(13.2%)	3(4.4%)	68(100%)
20 - 29 "	4(5.2%)	12(15.6%)	32(41.6%)	16(20.8%)	12(15.6%)	1(1.3%)	77(100%)
30 - 39 "	1(5.6%)	2(11.1%)	9(50.0%)	1(5.6%)	5(27.8%)	0	18(100%)
40 & over "	2(28.6%)	0	3(42.8%)	0	2(28.6%)	0	7(100%)
No data	4(12.5%)	5(15.6%)	7(21.9%)	5(15.6%)	9(28.1%)	2(6.3%)	32(100%)
TOTAL	42(6.3%)	112(16.8%)	240(36.0%)	122(18.3%)	134(20.1%)	17(2.6%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES

DATE: 11/11/1966

Table 75

Students' Sex By The Response To "Smoking Cigarettes Is Harmful To Health"
(Pre-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	255(52.5%)	137(28.2%)	66(13.6%)	13(2.7%)	12(2.5%)	3(0.6%)	486(100%)
Female	169(56.0%)	94(31.1%)	24(8.0%)	4(1.3%)	9(3.0%)	2(1.0%)	302(100%)
No Data	0	0	0	0	0	0	0
TOTAL	424(53.8%)	231(29.3%)	90(11.4%)	17(2.2%)	21(2.7%)	5(0.6%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 2ND AVENUE S.W. GRAND FORK, N.D. 58202
 TEL. 755-4111 FAX 755-4112

Table 76

Students' Sex By The Response To "Smoking Cigarettes Is Harmful To Health"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	191(47.3%)	132(32.7%)	55(13.6%)	9(2.2%)	10(2.5%)	7(1.7%)	404(100%)
Female	138(52.9%)	74(28.4%)	30(11.5%)	4(1.5%)	6(2.3%)	9(3.5%)	261(100%)
No Data	0	1(50.0%)	1(50.0%)	0	0	0	2(100%)
TOTAL	329(49.3%)	207(31.0%)	86(12.9%)	13(2.0%)	16(2.4%)	16(2.4%)	667(100%)

Table 77

Students' Class By The Response To, "Smoking Cigarettes Is Harmful To Health"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	154(58.1%)	64(24.2%)	31(11.7%)	5(1.9%)	9(3.4%)	2(0.8%)	265(100%)
Sophomore	72(52.6%)	38(27.7%)	20(14.6%)	2(1.5%)	4(2.9%)	1(0.7%)	137(100%)
Junior	87(57.2%)	46(30.3%)	13(8.6%)	2(1.3%)	3(2.0%)	1(0.7%)	152(100%)
Senior	53(40.2%)	53(40.2%)	19(14.4%)	3(2.3%)	4(3.0%)	0	132(100%)
Graduate	55(55.6%)	30(30.3%)	7(7.1%)	4(4.0%)	2(2.0%)	1(1.0%)	99(100%)
No Data	3(100.0%)	0	0	0	0	0	3(100%)
TOTAL	424(53.8%)	231(29.3%)	90(11.4%)	16(2.0%)	22(2.8%)	5(0.6%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 1000 1000 1000 1000
 1000 1000 1000 1000 1000

Table 78

Students' Class By The Response To, "Smoking Cigarettes Is Harmful To Health"
(Post-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	117(51.8%)	67(29.7%)	26(11.5%)	4(1.8%)	7(3.1%)	5(2.2%)	226(100%)
Sophomore	52(46.9%)	37(33.3%)	16(14.4%)	1(0.9%)	3(2.7%)	2(1.8%)	111(100%)
Junior	68(50.0%)	50(36.8%)	10(7.4%)	1(0.7%)	2(1.5%)	5(3.7%)	136(100%)
Senior	54(46.6%)	36(31.0%)	17(14.7%)	5(4.3%)	3(2.6%)	1(0.9%)	116(100%)
Graduate	38(50.7%)	25(33.3%)	7(9.3%)	1(1.3%)	1(1.3%)	3(4.0%)	75(100%)
No Data	0	2(66.7%)	0	1(33.3%)	0	0	3(100%)
TOTAL	329(49.3%)	217(32.5%)	76(11.4%)	13(2.0%)	16(2.4%)	16(2.4%)	667(100%)

Table 79

Students' Smoking Habits By, "Smoking Cigarettes Is Harmful To Health"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	234(60.8%)	98(25.5%)	32(8.3%)	5(1.3%)	13(3.4%)	2(0.5%)	384(100%)
Quit over a year ago	16(64.0%)	8(32.0%)	0	0	1(4.0%)	0	25(100%)
Quit less than a year ago	15(75.0%)	2(10.0%)	2(10.0%)	0	1(5.0%)	0	20(100%)
1 - 9 daily	48(51.6%)	29(31.2%)	11(11.8%)	1(1.1%)	2(2.2%)	2(2.2%)	93(100%)
10 - 19 "	35(43.8%)	28(35.0%)	16(20.0%)	1(1.3%)	0	0	80(100%)
20 - 29 "	45(44.6%)	38(37.6%)	12(11.9%)	5(5.0%)	1(1.0%)	0	101(100%)
30 - 39 "	4(20.0%)	9(45.0%)	5(25.0%)	1(5.0%)	1(5.0%)	0	20(100%)
40 & over "	4(50.0%)	1(12.5%)	2(25.0%)	0	1(12.5%)	0	8(100%)
No data	23(40.3%)	18(31.6%)	10(17.5%)	4(7.0%)	1(1.8%)	1(1.8%)	57(100%)
TOTAL	424(53.8%)	231(29.3%)	90(11.4%)	17(2.2%)	21(2.7%)	5(0.6%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 2ND FLOOR
 1000 2ND FLOOR
 1000 2ND FLOOR

Table 80

Students' Smoking Habits By, "Smoking Cigarettes Is Harmful To Health"
(Post-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	194(58.4%)	97(29.2%)	23(6.9%)	4(1.2%)	10(3.0%)	4(1.2%)	332(100%)
Quit over a year ago	6(40.0%)	5(33.3%)	1(6.7%)	0	1(6.7%)	2(13.3%)	15(100%)
Quit less than a year ago	14(56.0%)	4(16.0%)	5(20.0%)	2(8.0%)	0	0	25(100%)
1 - 9 daily	37(39.3%)	33(35.5%)	16(17.2%)	1(1.1%)	2(2.2%)	4(4.3%)	93(100%)
10 - 19 "	21(30.9%)	30(44.1%)	12(17.7%)	2(2.9%)	0	3(4.4%)	68(100%)
20 - 29 "	29(37.7%)	29(37.7%)	13(16.9%)	3(3.9%)	2(2.6%)	1(1.3%)	77(100%)
30 - 39 "	9(50.0%)	8(44.5%)	1(5.6%)	0	0	0	18(100%)
40 & over "	2(28.6%)	2(28.6%)	2(28.6%)	0	1(14.3%)	0	7(100%)
No data	17(53.1%)	8(25.0%)	4(12.5%)	1(3.1%)	0	2(6.3%)	32(100%)
TOTAL	329(49.3%)	216(32.4%)	77(11.5%)	13(2.0%)	16(2.4%)	16(2.4%)	667(100%)

Students' Sex By The Response To,"There Is Nothing Wrong
With A Woman Smoking A Small Cigar"
(Pre-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	18(3.7%)	41(8.4%)	93(20.2%)	86(17.7%)	239(49.2%)	4(0.8%)	486(100%)
Female	15(5.0%)	22(7.3%)	45(14.9%)	43(14.2%)	176(58.3%)	1(0.3%)	302(100%)
No Data	0	0	0	0	0	0	0
TOTAL	33(4.2%)	63(8.0%)	143(18.2%)	129(16.4%)	415(52.7%)	5(0.6%)	788(100%)

Table 82

Students' Sex By The Response To "There Is Nothing Wrong
With A Woman Smoking A Small Cigar"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	14(3.5%)	31(7.7%)	79(19.6%)	84(20.8%)	189(46.8%)	7(1.7%)	404(100%)
Female	9(3.5%)	18(6.9%)	44(16.9%)	45(17.2%)	137(52.5%)	8(3.1%)	261(100%)
No Data	0	0	0	1(50.0%)	1(50.0%)	0	2(100%)
TOTAL	23(3.5%)	49(7.4%)	123(18.4%)	130(19.5%)	327(49.0%)	15(2.3%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
DATE OF ACQ. MAR 1968
VOL. 41 NO. 113

Table 83

Students' Class By The Response To, "There Is Nothing
Wrong With A Woman Smoking A Small Cigar"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	9(3.4%)	16(6.0%)	41(15.5%)	45(17.0%)	153(57.7%)	1(0.4%)	265(100%)
Sophomore	2(1.5%)	6(4.4%)	26(19.0%)	23(16.8%)	78(56.9%)	2(1.5%)	137(100%)
Junior	6(4.0%)	15(9.9%)	27(17.8%)	23(15.1%)	80(52.6%)	1(0.7%)	152(100%)
Senior	11(8.3%)	14(10.6%)	25(18.9%)	21(15.9%)	61(46.2%)	0	132(100%)
Graduate	5(5.0%)	11(11.1%)	24(24.2%)	17(17.2%)	41(41.4%)	1(1.0%)	99(100%)
No Data	0	1(33.3%)	0	0	2(66.7%)	0	3(100%)
TOTAL	33(4.2%)	63(8.0%)	143(18.2%)	129(16.4%)	415(52.7%)	5(0.6%)	788(100%)

Table 84

Students' Class By The Response To, "There Is Nothing
Wrong With A Woman Smoking A Small Cigar"
(Post-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	10(4.4%)	11(4.9%)	47(20.8%)	29(12.8%)	124(54.9%)	5(2.2%)	226(100%)
Sophomore	4(3.6%)	7(6.3%)	22(19.8%)	20(18.0%)	56(50.5%)	2(1.8%)	111(100%)
Junior	1(0.7%)	11(8.1%)	21(15.4%)	35(25.7%)	64(47.1%)	4(2.9%)	136(100%)
Senior	4(3.5%)	10(8.6%)	20(17.2%)	32(27.6%)	49(42.2%)	1(0.9%)	116(100%)
Graduate	4(5.3%)	10(13.3%)	12(16.0%)	13(17.3%)	33(44.0%)	3(4.0%)	75(100%)
No Data	0	0	1(33.3%)	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	23(3.5%)	49(7.4%)	123(18.4%)	130(19.5%)	327(49.0%)	15(2.3%)	667(100%)

Table 85

Students' Smoking Habits By, "There Is Nothing Wrong With A Woman Smoking A Small Cigar"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	10(2.6%)	28(7.3%)	64(16.6%)	65(16.9%)	214(55.6%)	3(0.8%)	384(100%)
Quit over a year ago	2(8.0%)	3(12.0%)	4(16.0%)	1(4.0%)	15(60.0%)	0	25(100%)
Quit less than a year ago	0	0	3(15.0%)	5(25.0%)	12(60.0%)	0	20(100%)
1 - 9 daily	5(5.4%)	7(7.5%)	13(14.0%)	14(15.1%)	53(57.0%)	1(1.1%)	93(100%)
10 - 19 "	5(6.3%)	7(8.8%)	19(23.8%)	16(20.0%)	33(41.3%)	0	80(100%)
20 - 29 "	5(5.0%)	11(10.9%)	22(21.8%)	17(16.8%)	46(45.5%)	0	101(100%)
30 - 39 "	1(5.0%)	2(10.0%)	5(25.0%)	3(15.0%)	9(45.0%)	0	20(100%)
40 & over "	2(25.0%)	0	3(37.5%)	1(12.5%)	2(25.0%)	0	8(100%)
No data	3(5.3%)	5(8.8%)	10(17.5%)	7(12.3%)	31(54.4%)	1(1.8%)	57(100%)
TOTAL	33(4.2%)	63(8.0%)	143(18.2%)	129(16.4%)	415(52.7%)	5(0.6%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
DATE: MAY 1966

Table 86

Students' Smoking Habits By, "There Is Nothing Wrong With A Woman Smoking A Small Cigar"
(Post-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	9(2.7%)	19(5.7%)	62(18.7%)	57(17.2%)	181(54.5%)	4(1.2%)	332(100%)
Quit over a year ago	1(6.7%)	1(6.7%)	2(13.3%)	3(20.0%)	7(46.7%)	1(6.7%)	15(100%)
Quit less than a year ago	0	2(8.0%)	2(8.0%)	5(20.0%)	16(64.0%)	0	25(100%)
1 - 9 daily	4(4.3%)	12(12.9%)	14(15.1%)	24(25.8%)	35(37.6%)	4(4.3%)	93(100%)
10 - 19 "	3(4.4%)	3(4.4%)	14(20.6%)	16(23.6%)	29(42.7%)	3(4.4%)	68(100%)
20 - 29 "	1(1.3%)	8(10.4%)	16(20.8%)	17(22.1%)	34(44.2%)	1(1.3%)	77(100%)
30 - 39 "	1(5.6%)	1(5.6%)	3(16.7%)	3(16.7%)	10(55.6%)	0	18(100%)
40 & over "	2(28.6%)	1(14.3%)	3(42.8%)	1(14.3%)	0	0	7(100%)
No data	2(6.3%)	1(3.1%)	7(21.9%)	3(9.4%)	17(53.1%)	2(6.3%)	32(100%)
TOTAL	23(3.5%)	48(7.2%)	123(18.4%)	129(19.3%)	329(49.3%)	15(2.3%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 2ND AVENUE S.W. - GRAND FORK, N.D. 58202
 TEL. 755-4111 FAX 755-4112

Students' Sex By The Response To "Smoking Makes One Feel More Sophisticated"
(Pre-Test)

UNIVERSITY of North Dakota LIBRARY

Table 88

Students' Sex By The Response To "Smoking Makes One Feel More Sophisticated"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	6(1.5%)	72(17.8%)	158(39.1%)	59(14.6%)	101(25.0%)	8(2.0%)	404(100%)
Female	11(4.3%)	37(14.2%)	85(32.6%)	41(15.7%)	79(30.3%)	8(3.1%)	261(100%)
No Data	0	0	0	0	2(100%)	0	2(100%)
TOTAL	17(2.6%)	109(16.3%)	243(36.4%)	100(15.0%)	182(27.3%)	16(2.4%)	667(100%)

Table 89

Students' Class By The Response To, "Smoking Makes One Feel More Sophisticated"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	17(6.4%)	34(12.8%)	79(29.8%)	35(13.2%)	96(36.2%)	4(1.5%)	265(100%)
Sophomore	7(5.1%)	23(16.8%)	41(29.9%)	19(13.9%)	46(33.6%)	1(0.7%)	137(100%)
Junior	7(4.6%)	33(21.7%)	46(30.3%)	25(16.5%)	40(26.3%)	1(0.7%)	152(100%)
Senior	3(2.3%)	28(21.2%)	33(25.0%)	25(18.9%)	43(32.6%)	0	132(100%)
Graduate	3(3.0%)	15(15.2%)	33(33.3%)	13(13.1%)	34(34.3%)	1(1.0%)	99(100%)
No Data	0	0	1(33.3%)	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	37(4.7%)	133(16.9%)	233(29.6%)	118(15.0%)	260(33.0%)	7(0.9%)	788(100%)

Table 90

Students' Class By The Response To, "Smoking Makes One Feel More Sophisticated"
(Post-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	10(4.4%)	33(14.6%)	82(36.3%)	28(12.4%)	66(29.2%)	7(3.1%)	226(100%)
Sophomore	2(1.8%)	17(15.3%)	35(31.5%)	20(18.0%)	35(31.5%)	2(1.8%)	111(100%)
Junior	4(2.9%)	26(19.1%)	51(37.5%)	22(16.2%)	29(21.3%)	4(2.9%)	136(100%)
Senior	0	17(14.7%)	43(37.0%)	25(21.6%)	30(25.9%)	1(0.7%)	116(100%)
Graduate	1(1.3%)	15(20.0%)	32(42.7%)	4(5.3%)	21(28.0%)	2(2.7%)	75(100%)
No Data	0	1(33.3%)	0	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	17(2.6%)	102(16.3%)	243(36.4%)	100(15.0%)	182(27.3%)	16(2.4%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 2ND FLOOR
 GRAND FORK, N.D. 58202-8001

Table 91

Students' Smoking Habits By, "Smoking Makes One Feel More Sophisticated"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	26(6.8%)	66(17.2%)	110(28.6%)	48(12.5%)	130(33.8%)	4(1.0%)	384(100%)
Quit over a year ago	0	8(32.0%)	6(24.0%)	2(8.0%)	9(36.0%)	0	25(100%)
Quit less than a year ago	1(5.0%)	9(45.0%)	3(15.0%)	1(5.0%)	6(30.0%)	0	20(100%)
1 - 9 daily	2(2.2%)	16(17.2%)	30(32.3%)	18(19.4%)	26(28.0%)	1(1.1%)	93(100%)
10 - 19 "	3(3.8%)	11(13.8%)	21(26.3%)	13(22.5%)	27(33.8%)	0	85(100%)
20 - 29 "	4(4.0%)	11(10.9%)	41(40.6%)	16(15.8%)	28(27.7%)	1(1.0%)	101(100%)
30 - 39 "	0	0	5(25.0%)	3(15.0%)	12(60.0%)	0	20(100%)
40 & over "	0	1(12.5%)	3(37.5%)	1(12.5%)	3(37.5%)	0	8(100%)
No data	1(1.8%)	11(19.3%)	14(24.6%)	11(19.3%)	19(33.3%)	1(1.8%)	57(100%)
TOTAL	37(4.7%)	133(16.9%)	233(29.6%)	118(15.0%)	260(33.0%)	7(0.9%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 2ND AVE. S.W. GRAND FORK, N.D. 58202
 701/775-5100

Table 92

Students' Smoking Habits By, "Smoking Makes One Feel More Sophisticated"
(Post-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	11(3.3%)	56(16.9%)	115(34.6%)	42(12.6%)	104(31.3%)	4(1.2%)	332(100%)
Quit over a year ago	0	6(40.0%)	7(46.7%)	0	1(6.7%)	1(6.7%)	15(100%)
Quit less than a year ago	1(4.0%)	7(28.0%)	5(20.0%)	3(12.0%)	9(36.0%)	0	25(100%)
1 - 9 daily	0	13(14.0%)	33(35.5%)	18(19.4%)	25(26.9%)	4(4.3%)	93(100%)
10 - 19 "	1(1.5%)	8(11.8%)	31(45.6%)	13(19.1%)	12(17.7%)	3(4.4%)	68(100%)
20 - 29 "	2(2.6%)	14(18.2%)	29(37.7%)	15(19.5%)	16(20.8%)	1(1.3%)	77(100%)
30 - 39 "	0	2(11.1%)	7(38.9%)	5(27.8%)	4(22.2%)	0	18(100%)
40 & over "	0	0	3(42.8%)	1(14.3%)	3(42.8%)	0	7(100%)
No data	2(6.3%)	3(9.4%)	13(40.6%)	2(6.3%)	9(28.1%)	3(9.4%)	32(100%)
TOTAL	17(2.6%)	109(16.3%)	243(36.4%)	99(14.8%)	183(27.4%)	16(2.4%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 2ND FLOOR
 GRAND FORK, N.D. 58202

Table 93

Students' Sex By The Response To "Smoking Helps You To Control Your Weight"
(Pre-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	33(6.8%)	137(28.2%)	191(39.3%)	47(9.7%)	73(15.0%)	5(1.0%)	486(100%)
Female	46(15.2%)	101(33.4%)	87(28.8%)	25(8.3%)	41(13.6%)	2(0.7%)	302(100%)
No Data	0	0	0	0	0	0	0
TOTAL	79(10.0)	238(30.2%)	278(35.3%)	72(9.1%)	114(14.5%)	7(0.9%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARY
 1000 2ND FLOOR
 1000 2ND FLOOR
 1000 2ND FLOOR

Table 94

Students' Sex By The Response To "Smoking Helps You To Control Your Weight"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	23(5.7%)	126(31.2%)	173(42.8%)	38(9.4%)	38(9.4%)	6(1.5%)	404(100%)
Female	31(11.9%)	80(30.7%)	84(32.2%)	26(10.0%)	32(12.3%)	8(3.1%)	261(100%)
No Data	0	1(50.0%)	0	0	1(50.0%)	0	2(100%)
TOTAL	54(8.1%)	207(31.0%)	257(38.5%)	64(9.6%)	71(10.6%)	14(2.1%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 2ND FLOOR
 GRAND FORKS, N.D. 58202-8001
 TEL. 701/775-5000
 FAX 701/775-5001

Table 95

Students' Class By The Response To, "Smoking Helps You To Control Your Weight"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	29(10.9%)	75(28.3%)	99(37.4%)	18(6.8%)	41(15.5%)	3(1.1%)	265(100%)
Sophomore	13(9.5%)	42(30.7%)	48(35.0%)	16(11.7%)	17(12.4%)	1(0.7%)	137(100%)
Junior	15(9.9%)	51(33.6%)	54(35.5%)	11(7.2%)	20(13.2%)	1(0.7%)	152(100%)
Senior	14(10.6%)	40(30.3%)	44(33.3%)	15(11.4%)	19(14.4%)	0	132(100%)
Graduate	7(7.1%)	30(30.3%)	32(32.3%)	12(12.1%)	16(16.2%)	2(2.0%)	99(100%)
No Data	1(33.3%)	0	1(33.3%)	0	1(33.3%)	0	3(100%)
TOTAL	79(10.0%)	238(30.2%)	278(35.3%)	72(9.1%)	114(14.5%)	7(0.9%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 2ND AVENUE S.W. GRAND FORKS, N.D. 58202
 701/775-5100

Table 96

Students' Class By The Response To, "Smoking Helps You To Control Your Weight"
(Post-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	22(9.7%)	59(26.1%)	96(42.5%)	20(8.9%)	24(10.6%)	5(2.2%)	226(100%)
Sophomore	7(6.3%)	31(27.9%)	47(42.3%)	18(16.2%)	6(5.4%)	2(1.8%)	111(100%)
Junior	12(10.3%)	45(38.8%)	51(22.6%)	9(6.6%)	15(11.0%)	4(2.9%)	136(100%)
Senior	10(8.6%)	38(32.8%)	38(32.8%)	14(12.1%)	15(12.9%)	1(0.9%)	116(100%)
Graduate	2(2.7%)	34(45.3%)	25(33.3%)	3(4.0%)	9(12.0%)	2(2.7%)	75(100%)
No Data	1(33.3%)	0	1(33.3%)	0	1(33.3%)	0	3(100%)
TOTAL	54(8.1%)	207(31.0%)	258(38.7%)	64(9.6%)	70(10.5%)	14(2.1%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARY
1000 1ST AVE. S.W. GRAND FORKS, N.D. 58202
TEL. 755-4111 FAX 755-4112

Table 27

Students' Smoking Habits By, "Smoking Helps You To Control Your Weight"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	19(4.9%)	107(27.8%)	157(40.8%)	35(9.1%)	63(16.4%)	3(0.8%)	384(100%)
Quit over a year ago	4(10.0%)	11(44.0%)	4(16.0%)	2(8.0%)	4(16.0%)	0	25(100%)
Quit less than a year ago	4(20.0%)	7(35.0%)	3(15.0%)	1(5.0%)	5(25.0%)	0	20(100%)
1 - 9 daily	9(9.7%)	36(38.7%)	33(35.5%)	6(6.5%)	8(8.6%)	1(1.1%)	93(100%)
10 - 19 "	14(14.5%)	22(27.5%)	23(28.8%)	10(12.5%)	10(12.5%)	1(1.3%)	80(100%)
20 - 29 "	14(13.9%)	34(33.7%)	29(28.7%)	11(10.9%)	12(11.9%)	1(1.0%)	101(100%)
30 - 39 "	3(15.0%)	3(15.0%)	7(35.0%)	1(5.0%)	6(30.0%)	0	20(100%)
40 & over "	2(25.0%)	1(12.5%)	4(50.0%)	0	1(12.5%)	0	8(100%)
No data	10(17.5%)	17(29.8%)	18(31.6%)	6(10.5%)	5(8.8%)	1(1.8%)	57(100%)
TOTAL	79(10.0%)	238(30.2%)	278(35.3%)	72(9.1%)	114(14.5%)	7(0.9%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARY
 1000 1000 1000 1000 1000 1000
 1000 1000 1000 1000 1000 1000

Table 98

Students' Smoking Habits By, "Smoking Helps You To Control Your Weight"
(Post-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	14(4.2%)	97(29.2%)	146(44.0%)	30(9.0%)	42(12.6%)	3(0.9%)	332(100%)
Quit over a year ago	3(20.0%)	6(40.0%)	4(26.7%)	0	1(6.7%)	1(6.7%)	15(100%)
Quit less than a year ago	5(20.0%)	4(16.0%)	9(36.0%)	1(4.0%)	6(24.0%)	0	25(100%)
1 - 9 daily	6(6.5%)	34(36.6%)	27(29.0%)	12(12.9%)	10(10.8%)	4(4.3%)	93(100%)
10 - 19 "	10(14.7%)	21(30.9%)	23(33.8%)	8(11.8%)	3(4.4%)	3(4.4%)	68(100%)
20 - 29 "	8(10.4%)	30(39.0%)	27(35.1%)	7(9.1%)	4(5.2%)	1(1.3%)	77(100%)
30 - 39 "	2(11.1%)	7(38.0%)	6(33.3%)	3(16.7%)	0	0	18(100%)
40 & over "	2(28.6%)	0	4(57.2%)	0	1(14.3%)	0	7(100%)
No data	4(12.5%)	8(25.0%)	11(34.4%)	3(9.4%)	4(12.5%)	2(6.3%)	32(100%)
TOTAL	54(8.1%)	207(31.0%)	257(38.5%)	64(9.6%)	71(10.6%)	14(2.1%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 3RD AVE. S. GRAND FORKS, ND 58202
 701/775-5100

Table 99

Students' Sex By The Response To "Women Should
Not Smoke While Walking Down The Street"
(Pre-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	255(52.5%)	81(16.7%)	102(21.0%)	25(5.1%)	20(4.1%)	3(0.6%)	486(100%)
Female	263(87.1%)	21(7.0%)	8(2.7%)	2(0.7%)	7(2.3%)	1(0.3%)	302(100%)
No Data	0	0	0	0	0	0	0
TOTAL	518(65.7%)	102(12.9%)	110(14.0%)	27(3.4%)	27(3.4%)	4(0.5%)	788(100%)

Table 100

Students' Sex By The Response To "Women Should
Not Smoke While Walking Down The Street"
(Post-Test)

Sex	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Male	187(46.3%)	96(23.8%)	91(22.5%)	16(4.0%)	8(2.0%)	6(1.5%)	404(100%)
Female	210(80.5%)	19(7.3%)	20(7.7%)	1(0.4%)	2(0.8%)	9(3.5%)	261(100%)
No Data	1(50.0%)	1(50.0%)	0	0	0	0	2(100%)
TOTAL	398(59.7%)	116(17.4%)	111(16.6%)	17(2.6%)	10(1.5%)	15(2.3%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
1000 N. DAKOTA AVE. GRAND FORK, N.D. 58202
TEL. 755-4111 FAX 755-4112

Table 101

Students' Class By Response To, "Women Should Not Smoke
While Walking Down The Street"
(Pre-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	162(61.1%)	36(13.6%)	42(15.9%)	10(3.8%)	14(5.3%)	1(0.4%)	265(100%)
Sophomore	100(73.0%)	17(12.4%)	13(9.5%)	4(2.9%)	2(1.5%)	1(0.7%)	137(100%)
Junior	107(70.4%)	16(10.5%)	20(13.2%)	5(3.3%)	3(2.0%)	1(0.7%)	152(100%)
Senior	89(67.4%)	21(15.9%)	13(9.9%)	5(3.8%)	4(3.0%)	0	132(100%)
Graduate	58(58.6%)	11(11.1%)	22(22.2%)	3(3.0%)	4(4.0%)	1(1.0%)	99(100%)
No data	2(66.7%)	1(33.3%)	0	0	0	0	3(100%)
TOTAL	518(65.7%)	102(12.9%)	110(14.0%)	27(3.4%)	27(3.4%)	4(0.5%)	788(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARY
 1000 THE MAIN BUILDING
 GRAND FORK, N.D. 58202

Table 102

Students' Class By Response To, "Women Should Not Smoke
While Walking Down The Street"
(Post-Test)

Class	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Freshman	137(60.6%)	30(13.3%)	45(19.9%)	5(2.2%)	3(1.3%)	6(2.7%)	226(100%)
Sophomore	68(61.3%)	23(20.7%)	14(12.6%)	3(2.7%)	1(0.9%)	2(1.8%)	111(100%)
Junior	86(63.2%)	23(16.9%)	18(13.2%)	4(2.9%)	1(0.7%)	4(2.9%)	136(100%)
Senior	74(63.8%)	21(18.1%)	14(12.1%)	1(0.9%)	5(4.3%)	1(0.9%)	116(100%)
Graduate	30(40.0%)	19(25.3%)	20(26.7%)	4(5.3%)	0	2(2.7%)	75(100%)
No data	3(100.0%)	0	0	0	0	0	3(100%)
TOTAL	398(59.7%)	116(17.4%)	111(16.6%)	17(2.6%)	10(1.5%)	15(2.3%)	667(100%)

Table 103

Students' Smoking Habits By, "Women Should Not Smoke While Walking Down The Street"
(Pre-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	247(64.2%)	46(12.0%)	66(17.2%)	11(2.9%)	12(3.1%)	2(0.5%)	384(100%)
Quit over a year ago	13(52.0%)	3(12.0%)	7(28.0%)	1(4.0%)	1(4.0%)	0	25(100%)
Quit less than a year ago	15(75.0%)	1(5.0%)	2(10.0%)	1(5.0%)	1(5.0%)	0	20(100%)
1 - 9 daily	70(75.3%)	10(10.8%)	6(6.5%)	4(4.3%)	2(2.2%)	1(1.1%)	93(100%)
10 - 19 "	49(61.3%)	15(18.8%)	7(8.8%)	5(6.3%)	4(5.0%)	0	80(100%)
20 - 29 "	65(64.4%)	20(19.8%)	12(11.9%)	0	4(4.0%)	0	101(100%)
30 - 39 "	11(55.0%)	1(5.0%)	4(20.0%)	3(15.0%)	1(5.0%)	0	20(100%)
40 & over "	4(50.0%)	1(12.5%)	2(25.0%)	0	1(12.5%)	0	8(100%)
No data	43(75.4%)	6(10.5%)	4(7.0%)	2(3.5%)	1(1.8%)	1(0.1%)	57(100%)
TOTAL	517(65.6%)	103(13.1%)	110(14.0%)	27(3.4%)	27(3.4%)	4(0.5%)	788(100%)

Table 104

Students' Smoking Habits By, "Women Should Not Smoke While Walking Down The Street"
(Post-Test)

Smoking Habits	Response						Total
	Strongly Agree	Mildly Agree	Neither Agree Nor Disagree	Mildly Disagree	Strongly Disagree	No Data	
Never smoked	192(57.8%)	65(19.6%)	59(17.8%)	8(2.4%)	4(1.2%)	4(1.2%)	332(100%)
Quit over a year ago	7(46.7%)	2(13.3%)	4(26.7%)	1(6.7%)	0	1(6.7%)	15(100%)
Quit less than a year ago	20(80.0%)	1(4.0%)	4(16.0%)	0	0	0	25(100%)
1 - 9 daily	56(60.2%)	14(15.1%)	13(14.0%)	3(3.2%)	3(3.2%)	4(4.3%)	93(100%)
10 - 19 "	38(55.9%)	12(17.7%)	14(20.6%)	1(1.5%)	0	3(4.4%)	68(100%)
20 - 29 "	48(62.4%)	13(16.9%)	11(14.3%)	2(2.6%)	2(2.6%)	1(1.3%)	77(100%)
30 - 39 "	13(72.2%)	3(16.7%)	2(11.1%)	0	0	0	18(100%)
40 & over "	2(28.6%)	1(14.3%)	2(28.6%)	1(14.3%)	1(14.3%)	0	7(100%)
No data	22(68.8%)	5(15.6%)	1(3.1%)	1(3.1%)	1(3.1%)	2(6.3%)	32(100%)
TOTAL	398(59.7%)	116(17.4%)	110(16.5%)	17(2.6%)	11(1.7%)	15(2.3%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARY
 1000 1ST AVENUE S.W.
 GRAND FORK, N.D. 58202

Table 105

Students' Sex By The Response To "Smoking Cigarettes Increases The Risk
Of Dying From Respiratory Diseases Such As Chronic Bronchitis"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	344(70.8%)	21(4.3%)	117(24.1%)	4(0.8%)	486(100%)
Female	210(69.5%)	20(6.6%)	70(23.2%)	2(0.7%)	302(100%)
No Data	0	0	0	0	0
TOTAL	554(70.3%)	41(5.2%)	187(23.7%)	6(0.8%)	788(100%)

Table 106

Students' Sex By The Response To "Smoking Cigarettes Increases The Risk
Of Dying From Respiratory Diseases Such As Chronic Bronchitis"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	306(75.7%)	12(3.0%)	78(19.3%)	8(2.0%)	404(100%)
Female	193(74.0%)	13(5.0%)	45(17.2%)	10(3.8%)	261(100%)
No Data	0	0	2(100%)	0	2(100%)
TOTAL	499(74.8%)	25(3.8%)	125(18.7%)	18(2.7%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
JAN 10 1968
GRAND FORT RICKARD

Table 107

Students' Class By Response To, "Smoking Cigarettes Increases The Risk Of
Dying From Respiratory Diseases Such As Chronic Bronchitis"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	203(76.6%)	7(2.6%)	54(20.4%)	1(0.4%)	265(100%)
Sophomore	85(62.0%)	12(8.8%)	39(28.5%)	1(0.7%)	137(100%)
Junior	114(75.0%)	5(3.3%)	31(20.4%)	2(1.3%)	152(100%)
Senior	81(61.4%)	9(6.8%)	42(31.8%)	0	132(100%)
Graduate	69(69.7%)	8(8.1%)	20(20.2%)	2(2.0%)	99(100%)
No data	2(66.7%)	0	1(33.3%)	0	3(100%)
TOTAL	554(70.3%)	41(5.2%)	187(23.7%)	6(0.8%)	788(100%)

Table 108

Students' Class By Response To, "Smoking Cigarettes Increases The Risk Of
Dying From Respiratory Diseases Such As Chronic Bronchitis"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	175(77.4%)	6(2.7%)	39(17.3%)	6(2.7%)	226(100%)
Sophomore	80(72.1%)	5(4.5%)	22(19.8%)	4(3.6%)	111(100%)
Junior	108(79.1%)	1(0.7%)	23(16.9%)	4(2.9%)	136(100%)
Senior	76(65.5%)	8(6.9%)	31(26.7%)	1(0.9%)	116(100%)
Graduate	58(77.3%)	5(6.7%)	9(12.0%)	3(4.0%)	75(100%)
No data	2(66.7%)	0	1(33.3%)	0	3(100%)
TOTAL	499(74.8%)	25(3.8%)	125(18.7%)	13(2.7%)	667(100%)

Table 109

Students' Smoking Habits By, "Smoking Cigarettes Increases The Risk
Of Dying From Respiratory Diseases Such As Chronic Bronchitis"
(Pre-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	288(74.9%)	16(4.2%)	77(20.0%)	3(0.8%)	384(100%)
Quit over a year ago	19(76.0%)	2(8.0%)	4(16.0%)	0	25(100%)
Quit less than a year ago	12(60.0%)	1(5.0%)	7(35.0%)	0	20(100%)
1 - 9 daily	60(64.5%)	5(5.4%)	26(28.0%)	2(2.2%)	93(100%)
10 - 19 "	50(62.5%)	5(6.3%)	25(31.8%)	0	80(100%)
20 - 29 "	68(67.3%)	8(7.9%)	24(23.8%)	1(1.0%)	101(100%)
30 - 39 "	11(55.0%)	1(5.0%)	8(40.0%)	0	20(100%)
40 & over "	6(75.0%)	1(12.5%)	1(12.5%)	0	8(100%)
No data	40(70.2%)	2(3.5%)	15(26.3%)	0	57(100%)
TOTAL	554(70.3%)	41(5.2%)	187(23.7%)	6(0.8%)	788(100%)

Table 110

Students' Smoking Habits By, "Smoking Cigarettes Increases The Risk
Of Dying From Respiratory Diseases Such As Chronic Bronchitis"
(Post-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	270(81.3%)	9(2.7%)	49(14.8%)	4(1.2%)	332(100%)
Quit over a year ago	11(73.3%)	0	3(20.0%)	1(6.7%)	15(100%)
Quit less than a year ago	15(60.0%)	1(4.0%)	8(32.0%)	1(4.0%)	25(100%)
1 - 9 daily	63(67.7%)	6(6.5%)	20(21.5%)	4(4.3%)	93(100%)
10 - 19 "	43(63.3%)	3(4.4%)	19(28.0%)	3(4.4%)	68(100%)
20 - 29 "	57(74.0%)	2(2.6%)	15(19.5%)	3(3.9%)	77(100%)
30 - 39 "	14(77.8%)	1(5.6%)	3(16.7%)	0	18(100%)
40 & over "	3(42.8%)	1(14.3%)	3(42.8%)	0	7(100%)
No data	23(71.9%)	2(6.3%)	5(15.6%)	2(6.3%)	32(100%)
TOTAL	499(74.8%)	25(3.8%)	125(18.4%)	18(2.7%)	667(100%)

UNIVERSITY OF NORTH DAKOTA LIBRARIES
 1000 2ND FLOOR
 GRAND FORK, ND 58202-8001
 TEL: 701/775-5000
 FAX: 701/775-5001

Table 111

Students' Sex By The Response To "Cigarette
Smoking Is Not A Major Cause Of Lung Cancer"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	65(13.4%)	291(59.9%)	128(26.3%)	2(0.4%)	486(100%)
Female	33(10.9%)	171(56.6%)	96(31.8%)	2(0.7%)	302(100%)
No Data	0	0	0	0	0
TOTAL	98(12.4%)	462(58.6%)	224(28.4%)	4(0.5%)	788(100%)

Table 112

Students' Sex By The Response To "Cigarette
Smoking Is Not A Major Cause Of Lung Cancer"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	42(10.4%)	242(64.9%)	114(28.2%)	6(1.5%)	404(100%)
Female	28(10.7%)	164(62.8%)	60(23.0%)	9(3.5%)	261(100%)
No Data	0	1(50.0%)	1(50.0%)	0	2(100%)
TOTAL	70(10.5%)	407(61.0%)	175(26.2%)	15(2.3%)	667(100%)

Table 113

Students' Class By The Response To, "Cigarette Smoking
Is Not A Major Cause Of Lung Cancer"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	41(15.5%)	159(60.0%)	64(24.2%)	1(0.4%)	265(100%)
Sophomore	17(12.4%)	79(57.7%)	40(29.2%)	1(0.7%)	137(100%)
Junior	17(11.2%)	86(56.6%)	48(31.5%)	1(0.7%)	152(100%)
Senior	10(7.6%)	73(55.3%)	49(37.1%)	0	132(100%)
Graduate	12(12.1%)	63(63.6%)	23(23.2%)	1(1.0%)	99(100%)
No data	1(33.3%)	2(66.7%)	0	0	3(100%)
TOTAL	98(12.4%)	462(58.6%)	224(28.4%)	4(0.5%)	788(100%)

Table 114

Students' Class By The Response To, "Cigarette Smoking
Is Not A Major Cause Of Lung Cancer"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	27(12.0%)	141(62.4%)	54(23.9%)	4(1.8%)	226(100%)
Sophomore	10(9.0%)	65(58.6%)	32(28.8%)	4(3.6%)	111(100%)
Junior	11(8.1%)	94(69.1%)	27(19.9%)	4(2.9%)	136(100%)
Senior	13(11.2%)	60(51.7%)	42(36.2%)	1(0.9%)	116(100%)
Graduate	9(12.0%)	44(58.7%)	20(26.7%)	2(2.7%)	75(100%)
No Data	0	3(100.0%)	0	0	3(100%)
TOTAL	70(10.5%)	407(61.0%)	175(26.2%)	15(2.3%)	667(100%)

Table 115

Students' Smoking Habits By, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer"
(Pre-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	43(11.2%)	255(66.3%)	83(21.6%)	3(0.8%)	384(100%)
Quit over a year ago	3(12.0%)	17(68.0%)	5(20.0%)	0	25(100%)
Quit less than a year ago	3(15.0%)	9(45.0%)	8(40.0%)	0	20(100%)
1 - 9 daily	12(12.9%)	52(55.9%)	28(30.1%)	1(1.1%)	93(100%)
10 - 19 "	11(13.8%)	41(51.3%)	28(35.0%)	0	80(100%)
20 - 29 "	16(15.8%)	48(47.5%)	37(36.6%)	0	101(100%)
30 - 39 "	5(25.0%)	4(20.0%)	11(55.0%)	0	20(100%)
40 & over "	1(12.5%)	5(62.5%)	2(25.0%)	0	8(100%)
No data	4(7.0%)	31(54.4%)	22(38.6%)	0	57(100%)
TOTAL	98(12.4%)	462(58.6%)	224(28.4%)	4(0.5%)	788(100%)

Table 116

Students' Smoking Habits By, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer"
(Post-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	28(3.4%)	242(72.3%)	59(17.3%)	3(0.9%)	332(100%)
Quit over a year ago	2(13.3%)	6(40.0%)	6(40.0%)	1(6.7%)	15(100%)
Quit less than a year ago	2(8.0%)	17(68.0%)	6(24.0%)	0	25(100%)
1 - 9 daily	7(7.5%)	43(51.6%)	34(36.6%)	4(4.3%)	93(100%)
10 - 19 "	9(13.2%)	34(50.0%)	22(32.4%)	3(4.4%)	68(100%)
20 - 29 "	14(18.2%)	32(41.6%)	29(37.7%)	2(2.6%)	77(100%)
30 - 39 "	3(16.7%)	8(44.5%)	7(33.9%)	0	18(100%)
40 & over "	2(28.6%)	1(14.3%)	4(57.1%)	0	7(100%)
No data	3(9.4%)	19(59.4%)	8(25.0%)	2	32(100%)
TOTAL	70(10.5%)	407(61.0%)	175(26.2%)	15(2.3%)	667(100%)

Table 117

Students' Sex By The Response To "Some People Experience Unpleasant
Physical Symptoms When They Try To Stop Smoking"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	337(69.3%)	58(11.9%)	88(18.1%)	3(0.6%)	486(100%)
Female	195(63.9%)	32(10.6%)	73(24.2%)	2(0.7%)	302(100%)
No Data	0	0	0	0	0
TOTAL	532(67.5%)	90(11.4%)	161(20.1%)	5(0.6%)	788(100%)

Table 118

Students' Sex By The Response To "Some People Experience Unpleasant
Physical Symptoms When They Try To Stop Smoking"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	300(74.3%)	31(7.7%)	68(16.8%)	6(1.2%)	404(100%)
Female	187(71.6%)	17(6.5%)	46(17.6%)	11(4.2%)	261(100%)
No Data		1(50.0%)	1(50.0%)	0	2(100%)
TOTAL	487(73.0%)	49(7.4%)	115(17.2%)	16(2.4%)	667(100%)

Table 119

Students' Class By The Response To, "Some People Experience Unpleasant
Physical Symptoms When They Try To Stop Smoking"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	194(73.2%)	15(5.7%)	54(20.4%)	2(0.8%)	265(100%)
Sophomore	85(62.0%)	12(8.8%)	39(28.5%)	1(0.7%)	137(100%)
Junior	97(63.8%)	30(19.7%)	24(15.8%)	1(0.7%)	152(100%)
Senior	86(65.2%)	20(16.2%)	26(19.7%)	0	132(100%)
Graduate	67(67.7%)	13(13.1%)	18(18.2%)	1(1.0%)	99(100%)
No data	3(100.0%)	0	0	0	3(100%)
TOTAL	532(67.5%)	90(11.4%)	161(20.4%)	5(0.6%)	788(100%)

Table 120

Students' Class By The Response To, "Some People Experience Unpleasant
Physical Symptoms When They Try To Stop Smoking"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	169(74.8%)	14(6.2%)	38(16.8%)	5(2.2%)	226(100%)
Sophomore	79(71.2%)	10(9.0%)	20(18.0%)	2(1.8%)	111(100%)
Junior	98(72.1%)	9(6.6%)	25(18.4%)	4(2.9%)	136(100%)
Senior	76(65.5%)	12(10.3%)	25(21.6%)	3(2.6%)	116(100%)
Graduate	63(84.0%)	3(4.0%)	7(9.3%)	2(2.7%)	75(100%)
No data	2(66.7%)	1(33.3%)	0	0	3(100%)
TOTAL	487(73.0%)	49(7.4%)	115(17.2%)	16(2.4%)	667(100%)

Table 121

Students' Smoking Habits By, "Some People Experience Unpleasant
Physical Symptoms When They Try To Stop Smoking"
(Pre-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	278(72.3%)	30(7.8%)	72(18.7%)	4(1.0%)	384(100%)
Quit over a year ago	17(68.0%)	3(12.0%)	5(20.0%)	0	25(100%)
Quit less than a year ago	14(70.0%)	4(20.0%)	2(10.0%)	0	20(100%)
1 - 9 daily	56(60.2%)	15(16.1%)	21(22.6%)	1(1.1%)	93(100%)
10 - 19 "	47(58.8%)	14(17.5%)	19(23.8%)	0	80(100%)
20 - 29 "	58(57.4%)	16(15.8%)	27(26.7%)	0	101(100%)
30 - 39 "	12(60.0%)	2(10.0%)	6(30.0%)	0	20(100%)
40 & over "	8(100.0%)	0	0	0	8(100%)
No data	42(73.7%)	6(10.5%)	9(15.8%)	0	57(100%)
TOTAL	532(67.5%)	90(11.4%)	161(20.4%)	5(0.6%)	788(100%)

Table 122

Students' Smoking Habits By, "Some People Experience Unpleasant
Physical Symptoms When They Try To Stop Smoking"
(Post-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	259(78.0%)	19(5.7%)	51(15.4%)	3(0.9%)	332(100%)
Quit over a year ago	13(86.7%)	1(6.7%)	1(6.7%)	0	15(100%)
Quit less than a year ago	15(60.0%)	2(8.0%)	8(32.0%)	0	25(100%)
1 - 9 daily	66(71.0%)	8(8.6%)	13(14.0%)	6(6.5%)	93(100%)
10 - 19 "	40(58.8%)	8(11.8%)	17(25.0%)	3(4.4%)	68(100%)
20 - 29 "	56(72.7%)	6(7.8%)	14(18.2%)	1(1.3%)	77(100%)
30 - 39 "	8(14.5%)	3(16.7%)	7(38.9%)	0	18(100%)
40 & over "	6(85.7%)	0	1(14.3%)	0	7(100%)
No data	24(75.0%)	2(6.3%)	4(12.5%)	2(6.3%)	32(100%)
TOTAL	487(73.0%)	49(7.4%)	116(17.4%)	15(2.3%)	667(100%)

Table 123

Students' Sex By The Response To "Cigarette Smoking Reduces The Ability
Of The Respiratory Tract To Rid Itself Of Impurities"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	332(68.3%)	24(4.9%)	126(25.9%)	4(0.8%)	486(100%)
Female	214(70.9%)	10(3.3%)	76(25.2%)	2(0.7%)	302(100%)
No Data	0	0	0	0	0
TOTAL	546(69.3%)	34(4.3%)	202(25.6%)	6(0.8%)	788(100%)

Table 124

Students' Sex By The Response To, "Cigarette Smoking Reduces The Ability
Of The Respiratory Tract To Rid Itself Of Impurities"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	239(71.5%)	15(3.7%)	94(23.3%)	6(1.5%)	404(100%)
Female	195(74.7%)	4(1.5%)	52(19.9%)	10(3.8%)	261(100%)
No Data	1(50.0%)	0	1(50.0%)	0	2(100%)
TOTAL	435(72.7%)	19(2.9%)	147(22.0%)	16(2.4%)	667(100%)

Table 125

Students' Class By The Response To, "Cigarette Smoking Reduces The Ability Of
The Respiratory Tract To Rid Itself Of Impurities"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	185(69.8%)	11(4.2%)	67(25.3%)	2(0.8%)	265(100%)
Sophomore	93(67.9%)	8(5.8%)	35(25.6%)	1(0.7%)	137(100%)
Junior	106(69.7%)	4(2.6%)	40(26.3%)	2(1.3%)	152(100%)
Senior	89(67.4%)	6(4.6%)	37(28.0%)	0	132(100%)
Graduate	71(71.7%)	5(5.1%)	22(22.2%)	1(1.0%)	99(100%)
No data	2(66.7%)	0	1(33.3%)	0	3(100%)
TOTAL	546(69.3%)	34(4.3%)	202(25.6%)	6(0.8%)	788(100%)

Table 126

Students' Class By The Response To, "Cigarette Smoking Reduce The Ability Of
The Respiratory Tract To Rid Itself Of Impurities"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	160(70.8%)	4(1.8%)	56(24.8%)	6(2.7%)	226(100%)
Sophomore	79(71.2%)	7(6.3%)	23(20.7%)	2(1.8%)	111(100%)
Junior	98(72.1%)	1(0.7%)	33(24.3%)	4(2.9%)	136(100%)
Senior	90(77.6%)	4(3.5%)	20(17.2%)	2(1.7%)	116(100%)
Graduate	56(74.7%)	2(2.7%)	15(20.0%)	2(2.7%)	75(100%)
No data	2(66.7%)	1(33.3%)	0	0	3(100%)
TOTAL	485(72.7%)	19(2.9%)	147(22.0%)	16(2.4%)	667(100%)

Table 127

Students' Smoking Habits By, "Cigarette Smoking Reduces The Ability Of The
Respiratory Tract To Rid Itself Of Impurities"
(Pre-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	271(70.5%)	13(3.4%)	97(25.2%)	3(0.8%)	384(100%)
Quit over a year ago	19(76.0%)	1(4.0%)	5(20.0%)	0	25(100%)
Quit less than a year ago	11(55.0%)	0	7(35.0%)	2(10.0%)	20(100%)
1 - 9 daily	63(73.1%)	1(1.1%)	23(24.7%)	1(1.1%)	93(100%)
10 - 19 "	46(57.5%)	7(8.8%)	27(33.8%)	0	80(100%)
20 - 29 "	69(68.3%)	7(6.9%)	25(24.8%)	0	101(100%)
30 - 39 "	14(70.0%)	3(15.0%)	3(15.0%)	0	20(100%)
40 & over "	6(75.0%)	0	2(25.0%)	0	8(100%)
No data	42(73.7%)	2(3.5%)	13(22.8%)	0	57(100%)
TOTAL	546(69.3%)	34(4.3%)	202(25.6%)	6(0.8%)	788(100%)

Table 128

Students' Smoking Habits By, "Cigarette Smoking Reduces The Ability Of The
Respiratory Tract To Rid Itself Of Impurities"
(Post-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	258(77.7%)	64(19.3%)	6(1.8%)	4(1.2%)	332(100%)
Quit over a year ago	10(66.7%)	0	4(26.7%)	1(6.7%)	15(100%)
Quit less than a year ago	18(72.0%)	1(4.0%)	6(24.0%)	0	25(100%)
1 - 9 daily	65(69.9%)	2(2.2%)	21(22.6%)	5(5.4%)	93(100%)
10 - 19 "	42(61.8%)	5(7.4%)	18(26.5%)	3(4.4%)	68(100%)
20 - 29 "	54(70.2%)	3(3.9%)	12(15.7%)	1(1.3%)	77(100%)
30 - 39 "	12(66.7%)	0	6(33.3%)	0	18(100%)
40 & over "	5(71.4%)	1(14.3%)	1(14.3%)	0	7(100%)
No data	21(65.6%)	1(3.1%)	8(25.0%)	2(6.3%)	32(100%)
TOTAL	485(72.7%)	77(11.5%)	89(13.3%)	16(2.4%)	667(100%)

Table 129

Students' Sex By The Response To "Lung Cancer Can Be Cured
In Most Persons Who Receive Good Treatment"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	109(22.4%)	187(38.5%)	185(38.1%)	5(1.0%)	486(100%)
Female	54(17.9%)	126(41.7%)	120(39.7%)	2(0.7%)	302(100%)
No Data	0	0	0	0	0
TOTAL	163(20.7%)	313(39.7%)	305(38.7%)	7(0.9%)	788(100%)

Table 130

Students' Sex By The Response To "Lung Cancer Can Be Cured
In Most Persons Who Receive Good Treatment"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	92(22.8%)	143(36.6%)	156(38.6%)	8(2.0%)	404(100%)
Female	48(18.4%)	90(34.5%)	113(43.3%)	10(3.8%)	261(100%)
No Data	0	1(50.0%)	1(50.0%)	0	2(100%)
TOTAL	140(21.0%)	239(35.8%)	270(40.5%)	18(2.7%)	667(100%)

Table 131

Students' Class By The Response To, "Lung Cancer Can Be Cured In Most
Persons Who Receive Good Treatment"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	57(21.5%)	106(40.0%)	100(37.7%)	2(0.8%)	265(100%)
Sophomore	30(21.9%)	49(35.8%)	57(41.6%)	1(0.7%)	137(100%)
Junior	26(17.1%)	71(46.7%)	53(34.9%)	2(1.3%)	152(100%)
Senior	30(22.7%)	46(34.9%)	55(41.7%)	1(0.8%)	132(100%)
Graduate	19(19.2%)	40(40.4%)	39(39.4%)	1(1.0%)	99(100%)
No data	1(33.3%)	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	163(20.7%)	313(39.7%)	305(38.7%)	7(0.9%)	788(100%)

Table 132

Students' Class By The Response To, "Lung Cancer Can Be Cured In Most
Persons Who Receive Good Treatment"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	49(21.7%)	79(35.0%)	91(40.3%)	7(3.1%)	226(100%)
Sophomore	22(19.8%)	37(33.3%)	49(44.1%)	3(2.7%)	111(100%)
Junior	32(23.5%)	56(41.2%)	43(31.6%)	5(3.7%)	136(100%)
Senior	22(19.0%)	40(34.5%)	53(45.7%)	1(0.9%)	116(100%)
Graduate	15(20.0%)	24(32.0%)	34(45.3%)	2(2.7%)	75(100%)
No data	0	3(100.0%)	0	0	3(100%)
TOTAL	140(21.0%)	239(35.8%)	270(40.5%)	18(2.7%)	667(100%)

Table 133

Students' Smoking Habits By, "Lung Cancer Can Be Cured In Most Persons
Who Receive Good Treatment"
(Pre-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	74(19.2%)	152(39.5%)	153(39.8%)	5(1.3%)	384(100%)
Quit over a year ago	9(36.0%)	9(36.0%)	7(28.0%)	0	25(100%)
Quit less than a year ago	4(20.0%)	10(50.0%)	6(30.0%)	0	20(100%)
1 - 9 daily	20(21.5%)	39(41.9%)	33(35.5%)	1(1.1%)	93(100%)
10 - 19 "	19(23.8%)	27(33.8%)	33(41.3%)	1(1.3%)	80(100%)
20 - 29 "	24(23.8%)	40(39.6%)	37(36.6%)	0	101(100%)
30 - 39 "	4(20.0%)	7(35.0%)	9(45.0%)	0	20(100%)
40 & over "	2(25.0%)	4(50.0%)	2(25.0%)	0	8(100%)
No data	7(12.3%)	25(43.9%)	25(43.9%)	0	57(100%)
TOTAL	163(20.7%)	313(39.7%)	305(38.7%)	7(0.9%)	788(100%)

Table 134

Students' Smoking Habits By, "Lung Cancer Can Be Cured In Most Person
Who Receive Good Treatment"
(Post-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	71(21.4%)	122(36.7%)	136(40.9%)	3(0.9%)	332(100%)
Quit over a year ago	4(26.7%)	1(6.7%)	9(60.0%)	1(6.7%)	15(100%)
Quit less than a year ago	2(8.0%)	11(44.0%)	12(48.0%)	0	25(100%)
1 - 9 daily	20(21.5%)	32(34.4%)	35(37.6%)	6(6.5%)	93(100%)
10 - 19 "	16(23.5%)	24(35.3%)	25(36.8%)	3(4.4%)	68(100%)
20 - 29 "	17(22.1%)	22(28.6%)	35(45.5%)	3(3.9%)	77(100%)
30 - 39 "	2(11.1%)	7(38.9%)	9(50.0%)	0	18(100%)
40 & over "	1(14.3%)	4(57.1%)	2(28.6%)	0	7(100%)
No data	6(18.8%)	16(50.0%)	8(25.0%)	2(6.3%)	32(100%)
TOTAL	139(20.8%)	239(35.8%)	271(40.6%)	18(2.7%)	667(100%)

Table 135

Students' Sex By The Response To "Cigarette Smoking Is Not Nearly As
 Much Of A Health Hazard To Women As It Is To Men".
 (Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	48(9.9%)	324(66.7%)	112(23.1%)	2(0.4%)	486(100%)
Female	29(9.7%)	193(63.9%)	78(25.8%)	2(0.7%)	302(100%)
No Data	0	0	0	0	0
TOTAL	77(9.8%)	517(65.6%)	190(24.1%)	4(0.5%)	788(100%)

Table 136

Students' Sex By The Response To "Cigarette Smoking Is Not Nearly As
Much Of A Health Hazard To Women As It Is To Men"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	50(12.4%)	244(60.4%)	103(25.5%)	7(1.7%)	404(100%)
Female	32(12.3%)	156(59.8%)	64(24.5%)	9(3.5%)	261(100%)
No Data	0	1(50.0%)	1(50.0%)	0	2(100%)
TOTAL	82(12.3%)	401(60.1%)	168(25.2%)	16(2.4%)	667(100%)

Table 137

Students' Class By Resoonse To, "Smoking Is Not Nearly As Much
Of A Health Hazard To Women As It Is To Men"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	26(9.8%)	163(61.5%)	75(28.3%)	1(0.4%)	265(100%)
Sophomore	12(8.8%)	92(67.2%)	32(23.4%)	1(0.7%)	137(100%)
Junior	15(9.9%)	106(69.7%)	30(19.7%)	1(0.7%)	152(100%)
Senior	16(12.1%)	85(64.4%)	31(23.5%)	0	132(100%)
Graduate	8(8.1%)	70(70.7%)	20(20.2%)	1(1.0%)	99(100%)
No data	0	1(33.3%)	2(66.7%)	0	3(100%)
TOTAL	77(9.8%)	517(65.6%)	190(24.1%)	4(0.5%)	788(100%)

Table 138

Students' Class By Response To, "Smoking Is Not Nearly As Much
Of A Health Hazard To Women As It Is To Men"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	27(12.0%)	130(57.5%)	62(27.4%)	7(3.1%)	226(100%)
Sophomore	14(12.6%)	68(61.3%)	27(24.3%)	2(1.8%)	111(100%)
Junior	18(13.2%)	81(59.6%)	33(24.3%)	4(2.9%)	136(100%)
Senior	14(12.1%)	70(60.3%)	31(26.7%)	1(0.9%)	116(100%)
Graduate	9(12.0%)	49(65.3%)	15(20.0%)	2(2.7%)	75(100%)
No data	0	3(100.0%)	0	0	3(100%)
TOTAL	82(12.3%)	401(60.1%)	168(25.2%)	16(2.4%)	667(100%)

Table 139

Students' Smoking Habits By, "Cigarette Smoking Is Not Nearly As Much
Of A Health Hazard To Women As It Is To Men"
(Pre-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	28(7.3%)	257(66.8%)	96(25.0%)	3(0.8%)	384(100%)
Quit over a year ago	1(4.0%)	18(72.0%)	6(24.0%)	0	25(100%)
Quit less than a year ago	0	15(75.0%)	5(25.0%)	0	20(100%)
1 - 9 daily	13(14.0%)	61(65.6%)	18(19.4%)	1(1.1%)	93(100%)
10 - 19 "	6(7.5%)	50(62.5%)	24(30.0%)	0	80(100%)
20 - 29 "	15(14.9%)	61(60.4%)	25(24.8%)	0	101(100%)
30 - 39 "	5(25.0%)	9(45.0%)	6(30.0%)	0	20(100%)
40 & over "	2(25.0%)	5(62.5%)	1(12.5%)	0	8(100%)
No data	7(12.3%)	41(71.9%)	9(15.8%)	0	57(100%)
TOTAL	77(9.8%)	517(65.6%)	190(24.1%)	4(0.5%)	788(100%)

Table 140

Students' Smoking Habits By, "Cigarette Smoking Is Not Nearly As Much
Of A Health Hazard To Women As It Is To Men"
(Post-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	33(9.9%)	76(22.9%)	219(65.9%)	4(1.2%)	332(100%)
Quit over a year ago	2(13.3%)	6(40.0%)	6(40.0%)	1(6.7%)	15(100%)
Quit less than a year ago	3(12.0%)	14(56.0%)	8(32.0%)	0	25(100%)
1 - 9 daily	12(12.9%)	49(52.7%)	27(29.0%)	5(5.4%)	93(100%)
10 - 19 "	13(19.1%)	39(57.4%)	13(19.1%)	3(4.4%)	68(100%)
20 - 29 "	13(16.9%)	39(50.7%)	24(31.2%)	1(1.3%)	77(100%)
30 - 39 "	2(11.1%)	8(44.5%)	8(44.5%)	0	18(100%)
40 & over "	1(14.3%)	3(42.8%)	3(42.8%)	0	7(100%)
No data	3(9.4%)	23(71.9%)	4(12.5%)	2(6.3%)	32(100%)
TOTAL	82(12.3%)	257(38.5%)	312(46.8%)	16(2.4%)	667(100%)

Table 141

Students' Sex By The Response To "Several Ingredients In
Cigarette Smoke Are Known To Cause Cancer"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	295(60.7%)	57(11.7%)	130(26.8%)	4(0.8%)	486(100%)
Female	174(57.6%)	35(11.6%)	90(29.8%)	3(1.0%)	302(100%)
No Data	0	0	0	0	0
TOTAL	479(60.8%)	92(11.7%)	210(26.7%)	7(0.9%)	788(100%)

Table 142

Students' Sex By The Response To "Several Ingredients In
Cigarette Smoke Are Known To Cause Cancer"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	250(61.9%)	35(8.7%)	109(27.0%)	10(2.5%)	404(100%)
Female	152(58.2%)	21(8.1%)	77(29.5%)	11(4.2%)	261(100%)
No Data	0	0	2(100.0%)	0	2(100%)
TOTAL	402(60.3%)	56(8.4%)	188(28.2%)	21(3.2%)	667(100%)

Table 143

Students' Class By Response To, "Several Ingredients In Cigarette
Smoke Are Known To Cause Cancer"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	178(67.7%)	26(9.8%)	58(21.9%)	3(1.1%)	265(100%)
Sophomore	83(60.6%)	15(11.0%)	38(27.7%)	1(0.7%)	137(100%)
Junior	81(53.3%)	20(13.2%)	49(32.2%)	2(1.3%)	152(100%)
Senior	69(52.3%)	15(11.4%)	48(36.4%)	0	132(100%)
Graduate	57(57.6%)	16(16.2%)	25(25.3%)	1(1.0%)	99(100%)
No data	1(33.3%)	0	2(66.7%)	0	3(100%)
TOTAL	469(59.5%)	92(11.7%)	220(27.9%)	7(0.9%)	788(100%)

Table 144

Students' Class By Response To, "Several Ingredients In Cigarette
Smoke Are Known To Cause Cancer"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	147(65.0%)	21(9.3%)	50(22.1%)	8(3.5%)	226(100%)
Sophomore	64(57.7%)	7(6.3%)	38(34.2%)	2(1.8%)	111(100%)
Junior	92(67.7%)	8(5.9%)	30(22.1%)	6(4.4%)	136(100%)
Senior	58(50.0%)	15(12.9%)	41(35.3%)	2(1.7%)	116(100%)
Graduate	40(53.3%)	5(6.7%)	27(36.0%)	3(4.0%)	75(100%)
No data	1(33.3%)	0	2(66.7%)	0	3(100%)
TOTAL	402(60.3%)	56(8.4%)	188(28.2%)	21(3.2%)	667(100%)

Table 145

Students' Smoking Habits By, "Several Ingredients In Cigarette
Smoke Are Known To Cause Cancer"
(Pre-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	222(57.7%)	45(11.7%)	112(29.1%)	5(1.3%)	384(100%)
Quit over a year ago	21(84.0%)	1(4.0%)	3(12.0%)	0	25(100%)
Quit less than a year ago	11(55.0%)	0	8(40.0%)	1(5.0%)	20(100%)
1 - 9 daily	59(63.4%)	11(11.8%)	22(23.7%)	1(1.1%)	93(100%)
10 - 19 "	51(63.8%)	6(7.5%)	23(28.8%)	0	80(100%)
20 - 29 "	50(49.5%)	19(18.8%)	32(31.7%)	0	101(100%)
30 - 39 "	14(70.0%)	3(15.0%)	3(15.0%)	0	20(100%)
40 & over "	6(75.0%)	1(12.5%)	1(12.5%)	0	8(100%)
No data	35(61.4%)	6(10.5%)	16(28.1%)	0	57(100%)
TOTAL	469(59.5%)	92(11.7%)	220(27.9%)	7(0.9%)	788(100%)

Table 146

Students' Smoking Habits By, "Several Ingredients In Cigarette
Smoke Are Known To Cause Cancer"
(Post-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	219(65.9%)	27(8.1%)	80(24.1%)	6(1.8%)	332(100%)
Quit over a year ago	9(60.0%)	0	5(33.3%)	1(6.7%)	15(100%)
Quit less than a year ago	16(64.0%)	2(8.0%)	7(28.0%)	0	25(100%)
1 - 9 daily	47(50.5%)	7(7.5%)	33(35.5%)	6(6.5%)	93(100%)
10 - 19 "	43(63.3%)	4(5.9%)	17(25.0%)	4(5.9%)	68(100%)
20 - 29 "	33(42.9%)	11(14.3%)	31(40.3%)	2(2.6%)	77(100%)
30 - 39 "	14(77.8%)	1(5.6%)	3(16.7%)	0	18(100%)
40 & over "	1(14.3%)	1(14.3%)	5(71.4%)	0	7(100%)
No data	19(59.4%)	3(9.4%)	8(25.0%)	2(6.3%)	32(100%)
TOTAL	401(60.1%)	56(8.4%)	189(28.3%)	21(3.2%)	667(100%)

Table 147

Students' Sex By The Response To "The Effects Of Pipe Or Cigar Smoking
On Health Are About The Same As The Effects Of Cigarette Smoking"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	64(13.2%)	346(71.2%)	72(14.8%)	4(0.8%)	486(100%)
Female	40(13.3%)	208(68.9%)	52(17.2%)	2(0.7%)	302(100%)
No Data	0	0	0	0	0
TOTAL	104(13.2%)	554(70.3%)	124(15.7%)	6(0.8%)	788(100%)

Table 148

Students' Sex By The Response To "The Effects Of Pipe Or Cigar Smoking
On Health Are About The Same As The Effects Of Cigarette Smoking"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	59(14.6%)	275(68.1%)	62(15.4%)	8(2.0%)	404(100%)
Female	36(13.8%)	156(59.8%)	60(23.0%)	9(3.5%)	261(100%)
No Data	1(50.0%)	0	1(50.0%)	0	2(100%)
TOTAL	96(14.4%)	431(64.6%)	123(18.4%)	17(2.6%)	667(100%)

Table 149

Students' Class By Response To, "The Effects Of Pipe Or Cigar Smoking
On Health Are About The Same As The Effects Of Cigarette Smoking"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	37(14.0%)	183(69.1%)	43(16.2%)	2(0.8%)	265(100%)
Sophomore	19(13.9%)	98(71.5%)	19(13.9%)	1(0.7%)	137(100%)
Junior	18(11.8%)	110(72.4%)	23(15.1%)	1(0.7%)	152(100%)
Senior	17(12.9%)	93(70.5%)	21(15.9%)	1(0.8%)	132(100%)
Graduate	13(13.1%)	69(69.7%)	16(16.2%)	1(1.0%)	99(100%)
No data	0	1(33.3%)	2(66.7%)	0	3(100%)
TOTAL	104(13.2%)	554(70.3%)	124(15.7%)	6(0.8%)	788(100%)

Table 150

Students' Class By Response To, "The Effects Of Pipe Or Cigar Smoking
On Health Are About The Same As The Effects Of Cigarette Smoking"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	33(14.6%)	150(66.4%)	35(15.5%)	8(3.5%)	226(100%)
Sophomore	13(11.7%)	70(63.1%)	26(23.4%)	2(1.8%)	111(100%)
Junior	21(15.4%)	90(66.2%)	21(15.4%)	4(2.9%)	136(100%)
Senior	16(13.8%)	74(63.8%)	25(21.6%)	1(0.9%)	116(100%)
Graduate	12(16.0%)	45(60.0%)	16(21.3%)	2(2.7%)	75(100%)
No data	1(33.3%)	2(66.7%)	0	0	3(100%)
TOTAL	96(14.4%)	431(64.6%)	123(18.4%)	17(2.6%)	667(100%)

Table 151

Students' Smoking Habits By, "The Effects Of Pipe Or Cigar Smoking On
Health Are About The Same As Cigarette Smoking"
(Pre-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	52(13.5%)	261(67.9%)	68(17.7%)	3(0.8%)	384(100%)
Quit over a year ago	3(12.0%)	19(76.0%)	3(12.0%)	0	25(100%)
Quit less than a year ago	4(20.0%)	12(60.0%)	4(20.0%)	0	20(100%)
1 - 9 daily	12(12.9%)	69(74.2%)	11(11.8%)	1(1.1%)	93(100%)
10 - 19 "	7(8.8%)	58(72.5%)	15(18.8%)	0	80(100%)
20 - 29 "	12(11.9%)	77(76.2%)	11(10.9%)	1(1.0%)	101(100%)
30 - 39 "	2(10.0%)	16(80.0%)	2(10.0%)	0	20(100%)
40 & over "	0	7(87.5%)	1(12.5%)	0	8(100%)
No data	12(21.1%)	35(61.4%)	9(15.8%)	1(1.8%)	57(100%)
TOTAL	104(13.2%)	554(70.3%)	124(15.7%)	6(0.8%)	788(100%)

Table 152

Students' Smoking Habits By, "The Effects Of Pipe Or Cigar Smoking On
Health Are About The Same As Cigarette Smoking"
(Post-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	48(14.5%)	213(64.1%)	67(20.2%)	4(1.2%)	332(100%)
Quit over a year ago	4(26.7%)	7(46.7%)	3(20.0%)	1(6.7%)	15(100%)
Quit less than a year ago	4(16.0%)	15(60.0%)	6(24.0%)	0	25(100%)
1 - 9 daily	10(10.8%)	60(64.5%)	18(19.4%)	5(5.4%)	93(100%)
10 - 19 "	8(11.8%)	49(72.1%)	7(10.3%)	4(5.9%)	68(100%)
20 - 29 "	13(16.9%)	50(65.0%)	13(16.9%)	1(1.3%)	77(100%)
30 - 39 "	2(11.1%)	12(66.7%)	4(22.2%)	0	18(100%)
40 & over "	3(42.8%)	3(42.8%)	1(14.3%)	0	7(100%)
No data	5(15.6%)	21(65.6%)	4(12.5%)	2(6.3%)	32(100%)
TOTAL	97(14.8%)	430(64.5%)	123(18.4%)	17(2.7%)	667(100%)

Table 153

Students' Sex By The Response To "The Longer A Person Smokes The
Greater Are His Chances For Developing Lung Cancer"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	416(85.6%)	10(2.1%)	57(11.7%)	3(0.6%)	486(100%)
Female	250(82.8%)	8(2.6%)	41(13.6%)	3(1.0%)	302(100%)
No Data	0	0	0	0	0
TOTAL	666(84.5%)	18(2.3%)	98(12.4%)	6(0.8%)	788(100%)

Table 154

Students' Sex By The Response To "The Longer A Person Smokes The
Greater Are His Chances For Developing Lung Cancer"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	339(83.9%)	15(3.7%)	43(10.6%)	7(1.7%)	404(100%)
Female	218(83.5%)	5(1.9%)	28(10.7%)	10(3.8%)	261(100%)
No Data	1(50.0%)	0	1(50.0%)	0	2(100%)
TOTAL	558(83.7%)	20(3.0%)	72(10.8%)	17(2.6%)	667(100%)

Table 155

Students' Class By Response To, "The Longer A Person Smokes The
Greater Are His Chances For Developing Lung Cancer
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	229(86.4%)	7(2.6%)	27(10.2%)	2(0.8%)	265(100%)
Sophomore	110(80.3%)	3(2.2%)	23(16.8%)	1(0.7%)	137(100%)
Junior	130(85.5%)	5(3.3%)	15(9.9%)	2(1.3%)	152(100%)
Senior	109(82.6%)	2(1.5%)	21(15.9%)	0	132(100%)
Graduate	86(86.9%)	1(1.0%)	11(11.1%)	1(1.0%)	99(100%)
No data	2(66.7%)	0	1(33.3%)	0	3(100%)
TOTAL	666(84.5%)	18(2.3%)	98(12.4%)	6(0.8%)	788(100%)

Table 156

Students' Class By Response To, "The Longer A Person Smokes The
Greater Are His Chances For Developing Lung Cancer"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	188(83.2%)	12(5.3%)	19(8.4%)	7(3.1%)	226(100%)
Sophomore	91(82.0%)	5(4.5%)	13(11.7%)	2(1.8%)	111(100%)
Junior	120(88.2%)	0	11(8.1%)	5(3.7%)	136(100%)
Senior	92(79.3%)	3(2.6%)	20(17.2%)	1(0.9%)	116(100%)
Graduate	64(85.3%)	0	9(12.0%)	2(2.7%)	75(100%)
No data	3(100.0%)	0	0	0	3(100%)
TOTAL	558(83.7%)	20(3.0%)	72(10.8%)	17(2.6%)	667(100%)

Table 157

Students' Smoking Habits By, "The Longer A Person Smokes The
Greater Are His Chances For Developing Lung Cancer"
(Pre-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	336(87.4%)	7(1.8%)	38(9.9%)	3(0.8%)	384(100%)
Quit over a year ago	23(92.0%)	0	2(8.0%)	0	25(100%)
Quit less than a year ago	16(80.0%)	0	4(20.0%)	0	20(100%)
1 - 9 daily	79(84.9%)	3(3.2%)	9(9.7%)	2(2.2%)	93(100%)
10 - 19 "	66(82.5%)	2(2.5%)	12(15.0%)	0	80(100%)
20 - 29 "	79(78.2%)	3(3.0%)	19(18.8%)	0	101(100%)
30 - 39 "	15(75.0%)	0	5(25.0%)	0	20(100%)
40 & over "	7(87.5%)	0	1(12.5%)	0	8(100%)
No data	45(78.9%)	3(5.3%)	8(14.0%)	1(1.8%)	57(100%)
TOTAL	666(84.5%)	18(2.3%)	98(12.4%)	6(0.8%)	788(100%)

Table 158

Students' Smoking Habits By, "The Longer A Person Smokes The
Greater Are His Chances For Developing Lung Cancer"
(Post-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	287(86.4%)	6(1.8%)	34(10.2%)	5(1.5%)	332(100%)
Quit over a year ago	12(80.0%)	0	2(13.3%)	1(6.7%)	15(100%)
Quit less than a year ago	22(88.0%)	0	3(12.0%)	0	25(100%)
1 - 9 daily	80(86.0%)	2(2.2%)	6(6.5%)	5(5.4%)	93(100%)
10 - 19 "	52(76.5%)	5(7.4%)	8(11.8%)	3(4.4%)	68(100%)
20 - 29 "	50(65.0%)	14(18.2%)	12(15.6%)	1(1.3%)	77(100%)
30 - 39 "	15(83.3%)	0	3(16.7%)	0	18(100%)
40 & over "	4(57.1%)	1(14.3%)	2(28.6%)	0	7(100%)
No data	26(81.3%)	2(6.3%)	2(6.3%)	2(6.3%)	32(100%)
TOTAL	548(82.2%)	30(3.0%)	72(10.8%)	17(2.6%)	667(100%)

Table 159

Students' Sex By The Response To, "Smoking Cigarettes Causes
A Lowering Of The Blood Pressure"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	44(9.1%)	125(25.7%)	315(64.8%)	2(0.4%)	486(100%)
Female	27(8.9%)	72(23.8%)	200(66.2%)	3(1.0%)	302(100%)
No Data	0	0	0	0	0
TOTAL	71(9.0%)	197(25.0%)	515(65.4%)	5(0.6%)	788(100%)

Table 160

Students' Sex By The Response To "Smoking Cigarettes Causes
A Lowering Of The Blood Pressure"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	43(10.6%)	89(22.0%)	265(65.6%)	7(1.7%)	404(100%)
Female	23(8.8%)	72(27.6%)	154(59.0%)	12(4.6%)	261(100%)
No Data	0	1(50.0%)	1(50.0%)	0	2(100%)
TOTAL	66(9.9%)	162(24.3%)	420(63.0%)	19(3.9%)	667(100%)

Table 161

Students' Class By Response To, "Smoking Cigarettes
Causes A Lowering Of The Blood Pressure"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	22(8.3%)	47(17.7%)	195(73.6%)	1(0.4%)	265(100%)
Sophomore	9(6.6%)	34(24.8%)	93(67.9%)	1(0.7%)	137(100%)
Junior	18(11.8%)	42(27.6%)	91(59.9%)	1(0.7%)	152(100%)
Senior	12(9.1%)	40(30.3%)	80(60.6%)	0	132(100%)
Graduate	9(9.1%)	34(34.3%)	54(54.5%)	2(2.0%)	99(100%)
No data	1(33.3%)	0	2(66.7%)	0	3(100%)
TOTAL	71(9.0%)	197(25.0%)	515(65.1%)	5(0.6%)	788(100%)

Table 162

Students' Class By Response To, "Smoking Cigarettes
Causes A Lowering Of The Blood Pressure"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	19(8.4%)	33(14.6%)	165(73.0%)	9(4.0%)	226(100%)
Sophomore	10(9.0%)	25(22.5%)	74(66.7%)	2(1.8%)	111(100%)
Junior	10(7.4%)	42(30.9%)	79(58.1%)	5(3.7%)	136(100%)
Senior	17(14.7%)	37(31.9%)	61(52.6%)	1(0.9%)	116(100%)
Graduate	9(12.0%)	24(32.0%)	40(53.3%)	2(2.7%)	75(100%)
No data	1(33.3%)	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	66(9.9%)	162(24.3%)	420(63.0%)	19(2.9%)	667(100%)

Table 163

Students' Smoking Habits By, "Smoking Cigarettes Causes A Lowering Of The Blood Pressure"
(Pre-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	30(7.8%)	84(21.8%)	267(69.4%)	3(0.8%)	384(100%)
Quit over a year ago	2(8.0%)	11(44.0%)	12(48.0%)	0	25(100%)
Quit less than a year ago	3(15.0%)	1(5.0%)	15(75.0%)	1(5.0%)	20(100%)
1 - 9 daily	10(10.8%)	19(20.4%)	63(67.8%)	1(1.1%)	93(100%)
10 - 19 "	9(11.3%)	14(17.5%)	57(71.3%)	0	80(100%)
20 - 29 "	7(6.9%)	35(34.7%)	59(58.4%)	0	101(100%)
30 - 39 "	2(10.0%)	8(40.0%)	10(50.0%)	0	20(100%)
40 & over "	1(12.5%)	3(37.5%)	4(50.0%)	0	8(100%)
No data	7(12.3%)	22(38.6%)	28(49.1%)	0	57(100%)
TOTAL	71(9.0%)	197(25.0%)	515(65.4%)	5(0.6%)	788(100%)

Table 164

Students' Smoking Habits By, "Smoking Cigarettes Causes A Lowering Of The Blood Pressure"
(Post-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	27(8.1%)	78(23.5%)	220(66.2%)	7(2.1%)	332(100%)
Quit over a year ago	2(13.3%)	3(20.0%)	9(60.0%)	1(6.7%)	15(100%)
Quit less than a year ago	1(4.0%)	10(40.0%)	14(56.0%)	0	25(100%)
1 - 9 daily	10(10.8%)	17(18.3%)	61(65.6%)	5(5.4%)	93(100%)
10 - 19 "	15(22.1%)	14(20.6%)	36(53.0%)	3(4.4%)	68(100%)
20 - 29 "	6(7.8%)	22(28.6%)	48(62.4%)	1(1.3%)	77(100%)
30 - 39 "	0	6(33.3%)	12(66.7%)	0	18(100%)
40 & over "	2(28.6%)	2(28.6%)	3(42.8%)	0	7(100%)
No data	3(9.4%)	11(34.4%)	16(50.0%)	2(6.3%)	32(100%)
TOTAL	66(9.9%)	163(24.4%)	419(62.8%)	19(2.9%)	667(100%)

Table 165

Students' Sex By The Response To "Air Pollution Is A Major
Cause Of Lung Cancer"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	122(25.1%)	91(18.7%)	270(55.6%)	3(0.6%)	486(100%)
Female	62(20.5%)	51(16.9%)	185(61.3%)	4(1.3%)	302(100%)
No Data	0	0	0	0	0
TOTAL	184(23.4%)	142(18.0%)	455(57.7%)	7(0.9%)	788(100%)

Table 166

Students' Sex By The Response To "Air Pollution Is A Major
Cause Of Lung Cancer"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	114(28.2%)	74(18.3%)	207(51.2%)	9(2.2%)	404(100%)
Female	70(26.8%)	54(20.7%)	127(48.7%)	10(3.8%)	261(100%)
No Data	1(50.0%)	0	1(50.0%)	0	2(100%)
TOTAL	185(27.7%)	128(19.2%)	335(50.2%)	19(2.9%)	667(100%)

Table 167

Students' Class By Response To, "Air Pollution Is A Major Cause Of Lung Cancer"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	61(23.0%)	43(16.2%)	157(59.3%)	4(1.5%)	265(100%)
Sophomore	30(21.9%)	23(16.8%)	83(60.6%)	1(0.7%)	137(100%)
Junior	27(17.8%)	31(20.4%)	93(61.2%)	1(0.7%)	152(100%)
Senior	37(28.0%)	22(16.7%)	73(55.3%)	0	132(100%)
Graduate	28(28.3%)	23(23.2%)	47(47.5%)	1(1.0%)	99(100%)
No data	1(33.3%)	0	2(66.7%)	0	3(100%)
TOTAL	184(23.4%)	142(18.0%)	455(57.7%)	7(0.9%)	788(100%)

Table 168

Students' Class By Response To, "Air Pollution Is A Major Cause Of Lung Cancer"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	62(27.4%)	39(17.3%)	116(51.3%)	9(4.0%)	226(100%)
Sophomore	34(30.6%)	19(17.1%)	56(50.5%)	2(1.8%)	111(100%)
Junior	29(21.3%)	33(24.3%)	70(51.5%)	4(2.9%)	136(100%)
Senior	35(30.2%)	22(19.0%)	58(50.0%)	1(0.9%)	116(100%)
Graduate	23(30.7%)	14(18.7%)	35(46.7%)	3(4.0%)	75(100%)
No data	2(66.7%)	1(33.3%)	0	0	3(100%)
TOTAL	185(27.7%)	128(19.2%)	335(50.2%)	19(2.9%)	667(100%)

Table 169

Students' Smoking Habits By, "Air Pollution Is A Major Cause Of Lung Cancer"
(Pre-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	85(22.1%)	76(19.8%)	220(57.3%)	3(0.8%)	384(100%)
Quit over a year ago	10(40.0%)	4(16.0%)	11(44.0%)	0	25(100%)
Quit less than a year ago	4(20.0%)	3(15.0%)	13(65.0%)	0	20(100%)
1 - 9 daily	25(26.9%)	15(16.1%)	50(53.8%)	3(3.2%)	93(100%)
10 - 19 "	17(21.3%)	15(18.8%)	48(59.0%)	0	80(100%)
20 - 29 "	14(13.9%)	19(18.8%)	67(66.2%)	1(1.0%)	101(100%)
30 - 39 "	7(35.0%)	1(5.0%)	12(60.0%)	0	20(100%)
40 & over "	5(62.5%)	0	3(37.5%)	0	8(100%)
No data	17(29.8%)	9(15.8%)	31(54.4%)	0	57(100%)
TOTAL	184(23.4%)	142(18.0%)	455(57.7%)	7(0.9%)	788(100%)

Table 170

Students' Smoking Habits By, "Air Pollution Is A Major Cause Of Lung Cancer"
(Post-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	86(25.9%)	75(22.6%)	166(50.0%)	5(1.5%)	332(100%)
Quit over a year ago	4(26.7%)	1(6.7%)	9(60.0%)	1(6.7%)	15(100%)
Quit less than a year ago	8(32.0%)	8(32.0%)	9(36.0%)	0	25(100%)
1 - 9 daily	31(33.3%)	8(8.6%)	49(52.7%)	5(5.4%)	93(100%)
10 - 19 "	24(35.3%)	11(16.2%)	30(44.1%)	3(4.4%)	68(100%)
20 - 29 "	19(24.7%)	13(16.9%)	43(55.9%)	2(2.6%)	77(100%)
30 - 39 "	3(16.7%)	3(16.7%)	12(66.7%)	0	18(100%)
40 & over "	2(28.6%)	1(14.3%)	4(57.1%)	0	7(100%)
No data	8(25.0%)	9(28.1%)	12(37.5%)	3(9.4%)	32(100%)
TOTAL	185(27.7%)	129(19.3%)	334(50.1%)	19(2.9%)	667(100%)

Table 171

Students' Sex By The Response To "More Cigarette Smokers Than
Non-Smokers Die From Heart Disease"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	242(49.8%)	29(6.0%)	212(43.6%)	3(0.6%)	486(100%)
Female	126(41.7%)	20(6.6%)	152(50.3%)	4(1.3%)	302(100%)
No Data	0	0	0	0	0
TOTAL	368(46.7%)	49(6.2%)	364(46.2%)	7(0.9%)	788(100%)

Table 172

Students' Sex By The Response To "More Cigarette Smokers Than
Non-Smokers Die From Heart Disease"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	217(53.7%)	13(3.2%)	166(41.1%)	8(2.0%)	404(100%)
Female	133(51.0%)	15(5.8%)	103(39.5%)	10(3.8%)	261(100%)
No Data	0	0	2(100.0%)	0	2(100%)
TOTAL	350(52.5%)	28(4.2%)	271(40.6%)	18(2.7%)	667(100%)

Table 173

Students' Class By Response To, "More Smokers Than Non-Smokers Die From Heart Disease"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	120(45.3%)	12(4.5%)	132(49.8%)	1(0.4%)	265(100%)
Sophomore	65(47.5%)	8(5.8%)	62(45.3%)	2(1.5%)	137(100%)
Junior	72(47.4%)	14(9.2%)	65(42.8%)	1(0.7%)	152(100%)
Senior	56(42.4%)	10(7.6%)	64(48.5%)	2(1.5%)	132(100%)
Graduate	53(53.5%)	5(5.0%)	40(40.4%)	1(1.0%)	99(100%)
No data	2(66.7%)	0	1(33.3%)	0	3(100%)
TOTAL	368(46.7%)	49(6.2%)	364(46.2%)	7(0.9%)	788(100%)

Table 174

Students' Class By Response To, "More Smokers Than Non-Smokers Die From Heart Disease"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	107(45.4%)	13(5.8%)	97(42.9%)	9(4.0%)	226(100%)
Sophomore	61(55.0%)	7(6.3%)	41(36.9%)	2(1.8%)	111(100%)
Junior	76(55.9%)	2(1.5%)	54(39.7%)	4(2.9%)	136(100%)
Senior	56(48.3%)	5(4.3%)	54(46.6%)	1(0.9%)	116(100%)
Graduate	48(64.0%)	1(1.3%)	24(32.0%)	2(2.7%)	75(100%)
No data	2(66.7%)	0	1(33.3%)	0	3(100%)
TOTAL	350(52.5%)	28(4.2%)	271(40.6%)	18(2.7%)	667(100%)

Table 175

Students' Smoking Habits By, "More Cigarette Smokers Than Non-Smokers Die From Heart Diseases"
(Pre-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	173(45.0%)	17(4.4%)	188(48.9%)	6(1.5%)	384(100%)
Quit over a year ago	15(60.0%)	2(8.0%)	8(32.0%)	0	25(100%)
Quit less than a year ago	12(60.0%)	1(5.0%)	7(35.0%)	0	20(100%)
1 - 9 daily	42(45.2%)	10(10.8%)	40(43.0%)	1(1.1%)	93(100%)
10 - 19 "	34(42.5%)	5(6.3%)	41(51.3%)	0	80(100%)
20 - 29 "	46(45.5%)	7(6.9%)	48(47.5%)	0	101(100%)
30 - 39 "	9(45.0%)	2(10.0%)	9(45.5%)	0	20(100%)
40 & over "	8(100.0%)	0	0	0	8(100%)
No data	29(50.9%)	5(8.8%)	23(40.3%)	0	57(100%)
TOTAL	368(53.3%)	49(6.2%)	364(46.2%)	7(0.9%)	788(100%)

Table 176

Students' Smoking Habits By, "More Cigarette Smokers Than Non-Smokers Die From Heart Diseases"
(Post-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	181(54.5%)	10(3.0%)	136(40.9%)	5(1.5%)	332(100%)
Quit over a year ago	6(40.0%)	0	8(53.3%)	1(6.7%)	15(100%)
Quit less than a year ago	16(84.0%)	0	9(36.0%)	0	25(100%)
1 - 9 daily	40(43.0%)	7(7.5%)	41(40.1%)	5(5.4%)	93(100%)
10 - 19 "	34(50.0%)	3(4.4%)	28(41.2%)	3(4.4%)	68(100%)
20 - 29 "	41(53.3%)	3(3.9%)	31(40.3%)	2(2.6%)	77(100%)
30 - 39 "	11(61.1%)	1(5.6%)	6(33.3%)	0	18(100%)
40 & over "	4(57.1%)	1(14.3%)	2(28.6%)	0	7(100%)
No data	16(50.0%)	3(9.4%)	11(34.4%)	2(6.3%)	32(100%)
TOTAL	349(52.3%)	28(4.2%)	272(40.8%)	18(2.7%)	667(100%)

Table 177

Students' Sex By The Response To "Nicotine Is A Poison"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	326(67.1%)	53(10.9%)	104(21.4%)	3(0.6%)	486(100%)
Female	163(54.0%)	61(20.2%)	74(24.5%)	4(1.3%)	302(100%)
No Data	0	0	0	0	0
TOTAL	489(62.1%)	114(14.5%)	178(22.6%)	7(0.9%)	788(100%)

Table 178

Students' Sex By The Response To "Nicotine Is A Poison"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	287(71.0%)	38(9.4%)	69(17.1%)	10(2.5%)	404(100%)
Female	164(62.8%)	22(8.4%)	64(24.5%)	11(4.2%)	261(100%)
No Data	2(100.0%)	0	0	0	2(100%)
TOTAL	453(67.9%)	60(9.0%)	133(19.9%)	21(3.2%)	667(100%)

Table 179

Students' Class By Response To, "Nicotine Is A Poison"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	156(58.9%)	46(17.4%)	60(22.6%)	3(1.1%)	265(100%)
Sophomore	80(58.4%)	24(17.5%)	32(23.4%)	1(0.7%)	137(100%)
Junior	92(60.5%)	22(14.5%)	37(24.3%)	1(0.7%)	152(100%)
Senior	83(62.9%)	13(9.9%)	35(26.5%)	1(0.7%)	132(100%)
Graduate	77(77.8%)	9(9.1%)	12(12.1%)	1(1.0%)	99(100%)
No data	1(33.3%)	0	2(66.7%)	0	3(100%)
TOTAL	489(62.1%)	114(14.5%)	178(22.6%)	7(0.9%)	788(100%)

Table 180

Students' Class By Response To, "Nicotine Is A Poison"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	144(63.7%)	23(10.2%)	50(22.1%)	9(4.0%)	226(100%)
Sophomore	71(64.0%)	9(8.1%)	28(25.2%)	3(2.7%)	111(100%)
Junior	97(71.3%)	12(8.8%)	22(16.2%)	5(3.7%)	136(100%)
Senior	77(66.4%)	12(10.3%)	25(21.6%)	2(1.7%)	116(100%)
Graduate	61(81.3%)	4(5.3%)	8(10.7%)	2(2.7%)	75(100%)
No data	3(100.0%)	0	0	0	3(100%)
TOTAL	453(67.9%)	60(9.0%)	133(19.9%)	21(3.2%)	667(100%)

Table 181

Students' Smoking Habits By, "Nicotine Is A Poison"
(Pre-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	235(61.1%)	61(15.9%)	84(21.8%)	4(1.0%)	384(100%)
Quit over a year ago	20(80.0%)	2(8.0%)	3(12.0%)	0	25(100%)
Quit less than a year ago	13(65.0%)	2(10.0%)	4(20.0%)	1(5.0%)	20(100%)
1 - 9 daily	54(58.1%)	17(18.3%)	21(22.6%)	1(1.1%)	93(100%)
10 - 19 "	53(66.3%)	6(7.5%)	21(26.3%)	0	80(100%)
20 - 29 "	63(62.4%)	15(14.9%)	22(21.8%)	1(1.0%)	101(100%)
30 - 39 "	6(30.0%)	4(20.0%)	10(50.0%)	0	20(100%)
40 & over "	6(75.0%)	0	2(25.0%)	0	8(100%)
No data	39(68.4%)	6(10.5%)	12(21.5%)	0	57(100%)
TOTAL	489(62.1%)	113(14.3%)	179(22.7%)	7(0.9%)	788(100%)

Table 182

Students' Smoking Habits By, "Nicotine Is A Poison"
(Post-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	227(68.3%)	30(9.0%)	69(20.8%)	6(1.8%)	332(100%)
Quit over a year ago	12(80.0%)	0	2(13.3%)	1(6.7%)	15(100%)
Quit less than a year ago	16(64.0%)	0	8(32.0%)	1(4.0%)	25(100%)
1 - 9 daily	62(66.7%)	8(8.6%)	18(19.4%)	5(5.4%)	93(100%)
10 - 19 "	46(67.7%)	7(10.3%)	12(17.7%)	3(4.4%)	68(100%)
20 - 29 "	51(66.3%)	9(11.7%)	14(18.2%)	3(3.9%)	77(100%)
30 - 39 "	12(66.7%)	2(11.1%)	4(22.2%)	0	18(100%)
40 & over "	4(57.1%)	0	3(42.8%)	0	7(100%)
No data	22(68.8%)	4(12.5%)	4(12.5%)	2(6.3%)	32(100%)
TOTAL	452(67.8%)	60(9.0%)	134(20.1%)	21(3.2%)	667(100%)

Table 183

Students Sex By The Response To "Mentholated Cigarettes Are
Safer Than Non-Mentholated Cigarettes"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	26(5.4%)	264(54.3%)	192(39.5%)	4(0.8%)	486(100%)
Female	42(13.9%)	146(48.3%)	109(36.1%)	5(1.7%)	302(100%)
No Data	0	0	0	0	0
TOTAL	68(8.6%)	410(52.0%)	301(38.2%)	9(1.1%)	788(100%)

Table 184

Students' Sex By The Response To "Mentholated Cigarettes Are
Safer Than Non-Mentholated Cigarettes"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	26(6.4%)	136(33.7%)	234(57.9%)	8(2.0%)	404(100%)
Female	31(11.9%)	120(46.0%)	99(37.9%)	11(4.2%)	261(100%)
No Data	0	1(50.0%)	1(50.0%)	0	2(100%)
TOTAL	57(8.6%)	257(38.5%)	334(50.1%)	19(2.9%)	667(100%)

Table 185

Student's Class By Response To, "Mentholated Cigarettes Are Safer
Than Non-Mentholated Cigarettes"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	35(13.2%)	112(42.3%)	114(43.0%)	4(1.5%)	265(100%)
Sophomore	13(9.5%)	76(55.5%)	46(33.6%)	2(1.5%)	137(100%)
Junior	12(7.9%)	83(54.6%)	56(36.8%)	1(0.7%)	152(100%)
Senior	6(4.6%)	76(57.6%)	49(37.1%)	1(0.8%)	132(100%)
Graduate	2(2.0%)	61(61.6%)	35(35.4%)	1(1.0%)	99(100%)
No data	0	2(66.7%)	1(33.3%)	0	3(100%)
TOTAL	68(8.6%)	410(52.0%)	301(38.2%)	9(1.1%)	788(100%)

Table 186

Students' Class By Response To, "Mentholated Cigarettes Are Safer
Than Non-Mentholated Cigarettes"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	30(13.3%)	99(43.8%)	88(38.9%)	9(4.0%)	226(100%)
Sophomore	8(7.2%)	59(53.2%)	41(36.9%)	3(2.7%)	111(100%)
Junior	7(5.2%)	78(57.4%)	47(34.6%)	4(2.9%)	136(100%)
Senior	6(5.2%)	69(59.5%)	40(34.5%)	1(0.9%)	116(100%)
Graduate	6(8.0%)	47(62.7%)	20(26.7%)	2(2.8%)	75(100%)
No data	0	3(100.0%)	0	0	3(100%)
TOTAL	57(8.6%)	355(53.2%)	236(35.4%)	19(2.9%)	667(100%)

Table 187

Students' Smoking Habits By, "Mentholated Cigarettes Are Safer
Than Non-Mentholated Cigarettes
(Pre-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	42(10.9%)	159(41.3%)	177(46.0%)	6(1.6%)	384(100%)
Quit over a year ago	1(4.0%)	16(64.0%)	8(32.0%)	0	25(100%)
Quit less than a year ago	1(5.0%)	13(65.0%)	6(30.0%)	0	20(100%)
1 - 9 daily	15(16.1%)	47(50.5%)	29(31.2%)	2(2.2%)	93(100%)
10 - 19 "	1(1.3 %)	50(62.5%)	28(35.0%)	1(1.3%)	80(100%)
20 - 29 "	3(3.0%)	71(70.3%)	27(26.7%)	0	101(100%)
30 - 39 "	0	17(85.3%)	3(15.0%)	0	20(100%)
40 & over "	0	7(87.5%)	1(12.5%)	0	8(100%)
No data	5(8.8%)	30(52.6%)	22(38.6%)	0	57(100%)
TOTAL	68(8.3%)	410(52.0%)	301(38.2%)	9(1.1%)	788(100%)

Table 188

Students' Smoking Habits By, "Mentholated Cigarettes Are Safer
Than Non-Mentholated Cigarettes"
(Post-Test)

Smoking Habits	Response				Total
	True	False	Undecided	No Data	
Never smoked	38(11.4%)	147(44.3%)	142(42.7%)	5(1.5%)	332(100%)
Quit over a year ago	0	8(53.3%)	6(40.0%)	1(6.7%)	15(100%)
Quit less than a year ago	3(12.0%)	15(60.0%)	6(24.0%)	1(4.0%)	25(100%)
1 - 9 daily	8(8.6%)	51(54.8%)	29(31.2%)	5(5.4%)	93(100%)
10 - 19 "	3(4.4%)	43(63.3%)	19(28.0%)	3(4.4%)	68(100%)
20 - 29 "	3(3.9%)	51(66.3%)	21(27.3%)	2(2.6%)	77(100%)
30 - 39 "	1(5.6%)	14(77.8%)	3(16.7%)	0	18(100%)
40 & over "	0	5(71.4%)	2(28.6%)	0	7(100%)
No data	1(3.1%)	21(65.6%)	8(25.0%)	2(6.3%)	32(100%)
TOTAL	57(8.6%)	355(53.2%)	236(35.4%)	19(2.9%)	667(100%)

Table 189

Students' Sex By The Response To "People Who Smoke Can Be Expected To Die
At A Younger Age Than People Who Do Not Smoke"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	202(41.6%)	123(25.3%)	159(32.7%)	2(0.4%)	486(100%)
Female	108(35.8%)	92(30.5%)	98(32.5%)	4(1.3%)	302(100%)
No Data	0	0	0	0	0
TOTAL	310(39.3%)	215(27.3%)	257(32.6%)	6(0.8%)	788(100%)

Table 190

Students' Sex By The Response To "People Who Smoke Can Be Expected To Die
At A Younger Age Than People Who Do Not Smoke"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	189(46.8%)	87(21.5%)	119(29.5%)	9(2.2%)	404(100%)
Female	112(42.9%)	49(18.8%)	90(34.5%)	10(3.8%)	261(100%)
No Data	0	1(50.0%)	1(50.0%)	0	2(100%)
TOTAL	301(45.1%)	137(20.5%)	210(31.5%)	19(2.9%)	667(100%)

Table 191

Students' Class By Response To, "People Who Smoke Can Be Expected To
Die At A Younger Age Than People Who Do Not Smoke"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	101(38.1%)	72(27.2%)	91(34.3%)	1(0.4%)	265(100%)
Sophomore	53(38.7%)	41(29.9%)	42(30.7%)	1(0.7%)	137(100%)
Junior	56(36.8%)	45(29.6%)	50(32.9%)	1(0.7%)	152(100%)
Senior	55(41.7%)	37(28.0%)	38(28.8%)	2(1.5%)	132(100%)
Graduate	43(43.4%)	20(20.2%)	35(35.4%)	1(1.0%)	99(100%)
No data	2(66.7%)	0	1(33.3%)	0	3(100%)
TOTAL	310(39.3%)	215(27.3%)	257(32.6%)	6(0.8%)	788(100%)

Table 192

Students' Class By Response To, "People Who Smoke Can Be Expected To
Die At A Younger Age Than People Who Do Not Smoke"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	90(39.8%)	49(21.7%)	78(34.5%)	9(4.0%)	226(100%)
Sophomore	48(43.2%)	22(19.8%)	39(35.1%)	2(1.8%)	111(100%)
Junior	62(45.6%)	31(22.8%)	39(28.7%)	4(2.9%)	136(100%)
Senior	58(50.0%)	21(18.1%)	35(30.2%)	2(1.7%)	116(100%)
Graduate	41(54.7%)	13(17.3%)	19(25.3%)	2(2.7%)	75(100%)
No data	2(66.7%)	1(33.3%)	0	0	3(100%)
TOTAL	301(45.1%)	137(20.5%)	210(31.5%)	19(2.9%)	667(100%)

Table 193

Students' Smoking Habits By, "People Who Smoke Can Be Expected To Die
At A Younger Age Than People Who Do Not Smoke"
(Pre-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	158(41.1%)	94(24.4%)	127(33.0%)	5(1.3%)	384(100%)
Quit over a year ago	12(48.0%)	5(20.0%)	8(32.0%)	0	25(100%)
Quit less than a year ago	9(45.0%)	5(25.0%)	6(30.0%)	0	20(100%)
1 - 9 daily	35(37.6%)	27(29.0%)	30(32.3%)	1(1.1%)	93(100%)
10 - 19 "	26(32.5%)	24(30.0%)	30(37.5%)	0	80(100%)
20 - 29 "	37(36.6%)	30(29.7%)	34(33.7%)	0	101(100%)
30 - 39 "	7(35.0%)	9(45.0%)	4(20.0%)	0	20(100%)
40 & over "	5(62.5%)	3(37.5%)	0	0	8(100%)
No data	21(36.8%)	18(31.6%)	18(31.6%)	0	57(100%)
TOTAL	310(39.3%)	215(27.3%)	257(32.6%)	6(0.8%)	788(100%)

Table 194

Students' Smoking Habits By, "People Who Smoke Can Be Expected To Die
At A Younger Age Than People Who Do Not Smoke"
(Post-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	170(51.2%)	56(16.9%)	101(30.4%)	5(1.5%)	332(100%)
Quit over a year ago	4(26.7%)	2(13.3%)	8(53.3%)	1(6.7%)	15(100%)
Quit less than a year ago	12(48.0%)	7(28.0%)	6(24.0%)	0	25(100%)
1 - 9 daily	32(34.4%)	19(20.4%)	37(38.8%)	5(5.4%)	93(100%)
10 - 19 "	28(41.2%)	13(19.1%)	24(35.3%)	3(4.4%)	68(100%)
20 - 29 "	32(41.6%)	22(28.6%)	20(26.0%)	3(3.9%)	77(100%)
30 - 39 "	7(38.9%)	5(27.8%)	6(33.3%)	0	18(100%)
40 & over "	2(28.6%)	3(42.8%)	2(28.6%)	0	7(100%)
No data	14(43.8%)	10(31.3%)	6(18.8%)	2(6.3%)	32(100%)
TOT/L	301(45.1%)	137(20.5%)	210(31.5%)	19(2.9%)	667(100%)

Table 195

Students' Sex By The Response To "The Health Hazards of Smoking Are
Greatly Reduced By Smoking Cigarettes Which Are Filtered"
(Pre-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	86(17.7%)	242(49.8%)	156(32.1%)	2(0.4%)	486(100%)
Female	62(20.6%)	126(41.7%)	111(36.8%)	3(1.0%)	302(100%)
No Data	0	0	0	0	0
TOTAL	148(18.8%)	368(46.7%)	267(33.9%)	5(0.6%)	788(100%)

Table 196

Students' Sex By The Response To, "The Health Hazards Of Smoking Are
Greatly Reduced By Smoking Cigarettes Which Are Filtered"
(Post-Test)

Sex	Response				Total
	True	False	Undecided	No Data	
Male	65(16.1%)	201(49.8%)	127(31.4%)	11(2.7%)	404(100%)
Female	57(21.8%)	109(41.8%)	86(33.0%)	9(3.5%)	261(100%)
No Data	1(50.0%)	0	1(50.0%)	0	2(100%)
TOTAL	123(18.4%)	310(46.5%)	214(32.1%)	20(3.0%)	667(100%)

Table 197

Students' Class By Response To, "The Health Hazards Of Smoking Are
Greatly Reduced By Smoking Cigarettes Which Are Filtered"
(Pre-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	55(20.8%)	109(41.1%)	100(37.7%)	1(0.4%)	265(100%)
Sophomore	31(22.6%)	61(44.5%)	44(32.1%)	1(0.7%)	137(100%)
Junior	31(20.4%)	79(52.0%)	41(27.0%)	1(0.7%)	152(100%)
Senior	18(13.6%)	57(43.2%)	56(42.4%)	1(0.8%)	132(100%)
Graduate	13(13.1%)	60(60.6%)	25(25.3%)	1(1.0%)	99(100%)
No Data	0	2(66.7%)	1(33.3%)	0	3(100%)
TOTAL	148(18.8%)	368(46.7%)	267(33.9%)	5(0.6%)	788(100%)

Table 198

Students' Class By Response To, "The Health Hazards Of Smoking Are
Greatly Reduced By Smoking Cigarettes Which Are Filtered"
(Post-Test)

Class	Response				Total
	True	False	Undecided	No Data	
Freshman	48(21.2%)	92(40.7%)	76(33.6%)	10(4.4%)	225(100%)
Sophomore	24(21.6%)	36(32.4%)	49(44.1%)	2(1.8%)	111(100%)
Junior	22(16.2%)	76(55.9%)	34(25.0%)	4(2.9%)	136(100%)
Senior	20(17.2%)	60(51.7%)	35(30.2%)	1(0.9%)	116(100%)
Graduate	8(10.7%)	44(58.7%)	20(26.7%)	3(4.0%)	75(100%)
No data	1(33.3%)	2(66.7%)	0	0	3(100%)
TOTAL	123(18.4%)	310(46.5%)	214(32.1%)	20(3.0%)	667(100%)

Table 199

Students' Smoking Habits By, "The Health Hazards Of Smoking Are Greatly
Reduced By Smoking Cigarettes Which Are Filtered"
(Pre-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	55(14.3%)	182(47.3%)	143(37.2%)	4(1.0%)	384(100%)
Quit over a year ago	4(16.0%)	15(60.0%)	6(24.0%)	0	25(100%)
Quit less than a year ago	2(10.0%)	11(55.0%)	7(35.0%)	0	20(100%)
1 - 9 daily	24(25.8%)	34(36.6%)	34(36.6%)	1(1.1%)	93(100%)
10 - 19 "	21(26.3%)	37(46.3%)	22(27.5%)	0	80(100%)
20 - 29 "	21(20.8%)	49(48.5%)	31(30.7%)	0	101(100%)
30 - 39 "	8(40.0%)	8(40.0%)	4(20.0%)	0	20(100%)
40 & over "	0	8(100.0%)	0	0	8(100%)
No data	13(22.8%)	24(42.1%)	20(35.1%)	0	57(100%)
TOTAL	148(18.8%)	368(46.7%)	267(33.9%)	5(0.6%)	788(100%)

Table 200

Students' Smoking Habits By, "The Health Hazards Of Smoking Are Greatly
Reduced By Smoking Cigarettes Which Are Filtered"
(Post-Test)

Smoking Habits	Response				
	True	False	Undecided	No Data	Total
Never smoked	55(16.6%)	156(47.0%)	115(34.6%)	6(1.8%)	332(100%)
Quit over a year ago	1(6.7%)	7(56.7%)	6(40.0%)	1(6.7%)	15(100%)
Quit less than a year ago	6(24.0%)	12(48.0%)	7(28.0%)	0	25(100%)
1 - 9 daily	27(29.0%)	31(33.3%)	29(31.2%)	6(6.5%)	93(100%)
10 - 19 "	17(25.0%)	32(47.1%)	16(23.5%)	3(4.4%)	68(100%)
20 - 29 "	12(15.6%)	37(48.1%)	26(33.8%)	2(2.6%)	77(100%)
30 - 39 "	1(5.6%)	12(66.7%)	5(27.8%)	0	18(100%)
40 & over "	0	4(57.1%)	3(42.8%)	0	7(100%)
No data	4(12.5%)	19(59.4%)	7(21.9%)	2(6.3%)	32(100%)
TOTAL	123(18.4%)	310(46.5%)	214(32.1%)	20(3.0%)	667(100%)

APPENDIX E

Table 201

Changes In Smoking Habits By, "Neuberger Convocation"

	Lecture Attendance			
	Yes	No	No data	Total
No change	132(77.2%)	391(79.3%)	0	523(80.1%)
Stopped smoking	8(4.7%)	16(3.3%)	0	24(3.6%)
Started smoking	1(0.6%)	2(0.4%)	0	3(0.5%)
Smoke more than before	7(4.1%)	29(5.9%)	0	36(5.4%)
Smoke less than before	15(8.8%)	34(6.9%)	0	49(7.4%)
Switched to pipe or cigar	2(1.2%)	5(1.0%)	0	7(1.1%)
Other	2(1.2%)	5(1.0%)	0	7(1.1%)
No data	4(2.3%)	11(2.2%)	0	15(2.3%)
TOTAL	171(100%)	493(100%)	0	664(100%)

Table 202

Changes In Smoking Habits By, "Number Of Pamphlets Read"

	Number of Pamphlets Read							Total
	0	1	2	3	4	5	6 & over	
No change	362(80.4%)	51(81.0%)	57(75.0%)	29(67.4%)	10(77.0%)	7(70.0%)	7(58.3%)	523(81.2%)
Stopped smoking	16(3.6%)	0	6(7.9%)	1(2.3%)	1(7.7%)	0	0	24(3.7%)
Started smoking	1(0.02%)	0	1(1.3%)	1(2.3%)	0	0	0	3(0.5%)
Smoke more	22(4.9%)	6(9.5%)	4(5.3%)	3(7.0%)	1(7.7%)	0	0	36(5.6%)
Smoke less	26(5.8%)	4(6.3%)	6(7.9%)	7(16.3%)	1(7.7%)	3(30.0%)	2(41.7%)	49(7.6%)
Switched to pipe or cigar	6(1.3%)	0	1(1.3%)	0	0	0	0	7(1.1%)
Other	5(1.1%)	0	1(1.3%)	1(2.3%)	0	0	0	7(1.1%)
No data	12(2.7%)	2(3.2%)	0	1(2.3%)	0	0	0	15(2.3%)
TOTAL	450(100%)	63(100%)	76(100%)	43(100%)	13(100%)	10(100%)	9(100%)	664(100%)

Table 203

Changes In Smoking Habits By, "Number Of Pamphlets Read"

	Number of Pamphlets Read	
	None	One or More
No change	362(80.4%)	161(75.2%)
Stopped smoking	16(3.6%)	8(3.7%)
Started smoking	1(0.02%)	2(0.9%)
Smoke more	22(4.9%)	14(6.5%)
Smoke less	26(5.8%)	23(10.7%)
Switched to pipe or cigar	6(1.3%)	1(0.5%)
Other	5(1.1%)	2(0.9%)
No data	12(2.7%)	3(1.4%)
TOTAL	450(100.0%)	214(100.0%)

Table 204

Changes In Smoking Habits By, "Movie On Smoking"

	Movie Attendance			
	Yes	No	No Data	Total
No Change	7(53.9%)	514(79.2%)	2(100%)	523(78.8%)
Stopped smoking	1(7.7%)	23(3.5%)	0	24(3.6%)
Started smoking	0	3(0.7%)	0	3(0.5%)
Smoke more than before	0	36(5.6%)	0	36(5.4%)
Smoke less than before	5(38.5%)	44(6.8%)	0	49(7.4%)
Switched to pipe or cigar	0	7(1.1%)	0	7(1.1%)
Other	0	7(1.1%)	0	7(1.1%)
No Data	0	15(2.3%)	0	15(2.3%)
TOTAL	13(100%)	649(100%)	2(100%)	664(100%)

Table 205

Changes In Smoking Habits By, "Court Case On Smoking"

	Article Read			
	Yes	No	No Data	Total
No change	143(79.9%)	379(78.5%)	1(50.0%)	523(80.1%)
Stopped smoking	5(2.8%)	19(3.9%)	0	24(3.6%)
Started smoking	1(0.6%)	2(0.4%)	0	3(0.5%)
Smoke more than before	6(3.4%)	30(6.2%)	0	36(5.4%)
Smoke less than before	16(8.9%)	33(6.8%)	0	49(7.4%)
Switched to pipe or cigar	2(1.2%)	5(1.0%)	0	7(1.1%)
Other	2(1.2%)	5(1.0%)	0	7(1.1%)
No data	4(2.2%)	10(2.1%)	1(50.0%)	15(2.3%)
TOTAL	179(100%)	483(100%)	2(100%)	664(100%)

Table 206

Convocation Attendance By Change In, "Cigarettes Are Pleasurable"

	Change						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Attended	37(21.8%)	21(12.4%)	41(24.1%)	29(17.1%)	36(21.2%)	6(3.5%)	170(100%)
Did Not Attend	128(26.1%)	63(12.9%)	81(16.5%)	107(21.8%)	94(19.2%)	17(3.5%)	490(100%)
No Data	2(66.7%)	0	0	0	1(33.3%)	0	3(100%)
TOTAL	167(25.2%)	84(12.7%)	122(18.4%)	136(20.5%)	131(19.8%)	23(3.5%)	663(100%)

Table 207

Convocation Attendance By Change In, "Cigarettes Do More Good For A Person Than Harm"

	Change						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Attended	2(1.2%)	9(5.3%)	103(60.6%)	22(12.9%)	30(17.7%)	4(2.4%)	170(100%)
Did Not Attend	6(1.2%)	27(5.5%)	250(51.0%)	91(18.6%)	98(20.0%)	18(3.7%)	490(100%)
No Data	0	0	2(66.7%)	0	1(33.3%)	0	3(100%)
TOTAL	8(1.2%)	36(5.4%)	355(53.5%)	113(17.0%)	129(19.5%)	22(3.3%)	663(100%)

Table 208

Convocation Attendance By Change In, "Cigarettes Cost More Than The Pleasure Is Worth"

	Change						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Attended	83(48.8%)	13(7.7%)	6(3.5%)	31(18.2%)	32(18.8%)	5(2.9%)	170(100%)
Did Not Attend	157(32.0%)	44(9.0%)	31(6.3%)	120(24.5%)	119(24.3%)	19(3.9%)	490(100%)
No Data	1(33.3%)	1(33.3%)	0	0	1(33.3%)	0	3(100%)
TOTAL	241(36.4%)	58(8.8%)	37(5.6%)	151(22.8%)	152(22.9%)	24(3.6%)	663(100%)

Table 209

Convocation Attendance By Change In, "When I Have Children I Hope They Never Smoke"

	Change						
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree to Disagree	Change From Disagree To Agree	No Data	Total
Attended	87(51.2%)	21(12.4%)	1(0.6%)	25(14.7%)	31(18.2%)	5(2.9%)	170(100%)
Did Not Attend	244(49.8%)	54(11.0%)	3(0.6%)	89(18.2%)	77(15.7%)	23(4.7%)	490(100%)
No Data	2(66.7%)	1(33.3%)	0	0	0	0	3(100%)
TOTAL	333(50.2%)	76(11.5%)	4(0.6%)	114(17.2%)	108(16.3%)	28(4.2%)	663(100%)

Table 210

Convocation Attendance By Change In, "There Is Nothing Wrong With Smoking"

	Change						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Attended	10(5.9%)	11(6.5%)	61(35.9%)	40(23.5%)	42(24.7%)	6(3.5%)	170(100%)
Did Not Attend	29(5.9%)	41(8.4%)	144(29.4%)	115(23.5%)	135(27.6%)	26(5.3%)	490(100%)
No Data	0	0	1(33.3%)	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	39(5.9%)	52(7.8%)	206(31.1%)	156(23.5%)	178(26.9%)	32(4.8%)	663(100%)

Table 211

Convocation Attendance By Change In, "Smoking Is A Dirty Habit"

	Change						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Attended	51(30.0%)	18(10.6%)	12(7.1%)	34(20.0%)	48(28.2%)	7(4.1%)	170(100%)
Did Not Attend	105(21.4%)	43(8.78%)	50(10.2%)	128(26.1%)	135(27.6%)	29(5.9%)	490(100%)
No Data	0	0	0	2(66.7%)	1(33.3%)	0	3(100%)
TOTAL	156(23.5%)	61(9.2%)	62(9.4%)	164(24.7%)	184(27.8%)	36(5.4%)	663(100%)

Table 212

Convocation Attendance By Change In, "There Is Nothing Wrong With Smoking
As Long As One Smokes Moderately"

	Change						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Attended	20(11.8%)	16(9.4%)	38(22.4%)	52(30.6%)	41(24.1%)	3(1.8%)	170(100%)
Did Not Attend	77(15.7%)	52(10.6%)	93(19.0%)	130(26.5%)	118(24.1%)	20(4.1%)	490(100%)
No Data	0	0	1(33.3%)	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	97(14.6%)	68(10.3%)	132(19.9%)	183(27.6%)	160(24.1%)	23(3.5%)	663(100%)

Table 213

Convocation Attendance By Change In, "Smoking Helps You To Relax"

	Change						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Attended	50(29.4%)	27(15.9%)	13(7.7%)	32(18.8%)	43(25.3%)	5(2.9%)	170(100%)
Did Not Attend	139(28.4%)	87(17.8%)	23(5.7%)	100(20.4%)	118(24.1%)	18(3.7%)	490(100%)
No Data	3(100.0%)	0	0	0	0	0	3(100%)
TOTAL	192(29.0%)	114(17.2%)	41(6.2%)	132(19.9%)	161(24.3%)	23(3.5%)	663(100%)

Table 214

Convocation Attendance By Change In, "If Parents Smoke, They Should
Allow Their Children To Smoke"

	Change						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Attended	18(10.6%)	30(17.7%)	30(17.7%)	38(22.4%)	50(29.4%)	4(2.4%)	170(100%)
Did Not Attend	35(7.1%)	103(21.0%)	98(20.0%)	104(21.2%)	129(26.3%)	21(4.3%)	490(100%)
No Data	1(33.3%)	2(66.7%)	0	0	0	0	3(100%)
TOTAL	54(8.1%)	135(20.4%)	128(19.3%)	142(21.4%)	179(27.0%)	25(3.8%)	663(100%)

Table 215

Convocation Attendance By Change In, "Smoking Cigarettes Is Harmful To Health"

	Change						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Attended	103(60.6%)	6(3.5%)	1(0.6%)	31(18.2%)	25(14.7%)	4(2.4%)	170(100%)
Did Not Attend	266(54.3%)	30(6.1%)	5(1.0%)	94(19.2%)	78(15.9%)	17(3.5%)	490(100%)
No Data	2(66.7%)	0	0	0	1(33.3%)	0	3(100%)
TOTAL	371(56.0%)	36(5.4%)	6(0.9%)	125(18.9%)	104(15.7%)	21(3.2%)	663(100%)

Table 216

Convocation Attendance By Change In, "There Is Nothing Wrong With A
Woman Smoking A Small Cigar"

	Change						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Attended	8(4.7%)	10(5.9%)	86(50.6%)	30(17.7%)	33(19.4%)	3(1.8%)	170(100%)
Did Not Attend	19(3.9%)	45(9.2%)	217(44.3%)	95(19.4%)	98(20.0%)	16(3.3%)	490(100%)
No Data	0	0	1(33.3%)	2(66.7%)	0	0	3(100%)
TOTAL	27(4.1%)	55(8.3%)	304(45.9%)	127(19.2%)	131(19.8%)	19(2.9%)	663(100%)

Table 217

Convocation Attendance By Change In, "Smoking Makes One Feel More Sophisticated"

	Change						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Attended	21(12.4%)	30(17.7%)	47(27.7%)	28(16.5%)	40(23.5%)	4(2.4%)	170(100%)
Did Not Attend	36(7.4%)	96(19.6%)	106(21.6%)	104(21.2%)	129(26.3%)	19(3.9%)	490(100%)
No Data	1(33.3%)	1(33.3%)	0	1(33.3%)	0	0	3(100%)
TOTAL	58(8.8%)	127(19.2%)	153(23.1%)	133(20.1%)	169(25.5%)	23(3.5%)	663(100%)

Table 218

Convocation Attendance By Change In, "Smoking Helps You To Control Your Weight"

	Change						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Attended	43(25.3%)	39(22.9%)	18(10.6%)	35(20.5%)	32(18.8%)	3(1.8%)	170(100%)
Did Not Attend	106(21.6%)	118(24.1%)	47(9.6%)	101(20.6%)	103(21.0%)	15(3.1%)	490(100%)
No Data	2(66.7%)	0	0	1(33.3%)	0	0	3(100%)
TOTAL	151(22.8%)	157(23.7%)	65(9.8%)	137(20.7%)	135(20.4%)	18(2.7%)	663(100%)

Table 219

Convocation Attendance By Change In, "Women Should Not Smoke While Walking Down The Street"

	Change						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Attended	115(67.7%)	8(4.7%)	2(1.2%)	22(12.9%)	19(11.2%)	4(2.4%)	170(100%)
Did Not Attend	270(55.1%)	47(9.6%)	9(1.8%)	79(16.1%)	70(14.3%)	15(3.1%)	490(100%)
No Data	2(66.7%)	1(33.3%)	0	0	0	0	3(100%)
TOTAL	387(58.4%)	56(8.5%)	11(1.7%)	101(15.2%)	89(13.4%)	19(2.9%)	663(100%)

Table 220 A

Number Of Pamphlets Read By Changes In, "Cigarettes Are Pleasurable"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	96(21.4%)	62(13.8%)	86(19.2%)	100(22.3%)	88(19.6%)	16(3.6%)	448(100%)
1 & over	69(32.5%)	22(10.4%)	36(17.0%)	36(17.0%)	42(19.8%)	7(3.3%)	212(100%)
No data	2(66.7%)	0	0	0	1(33.3%)	0	3(100%)
TOTAL	167(25.2%)	84(12.7%)	122(18.4%)	136(20.5%)	131(19.8%)	23(3.5%)	663(100%)

Table 220 B

Number Of Pamphlets Read By Changes In, "Cigarettes Are Pleasurable"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	96(21.4%)	62(13.8%)	86(19.2%)	100(22.3%)	88(19.6%)	16(3.6%)	448(100%)
1	17(27.4%)	6(9.7%)	14(22.6%)	10(16.1%)	12(19.4%)	3(4.8%)	62(100%)
2	27(35.5%)	9(11.8%)	10(13.2%)	13(17.1%)	14(18.4%)	3(3.0%)	76(100%)
3	15(35.7%)	4(9.5%)	6(14.3%)	10(23.8%)	6(14.3%)	1(2.4%)	42(100%)
4	3(23.1%)	0	4(30.8%)	2(15.4%)	4(30.8%)	0	13(100%)
5	4(40.0%)	2(20.0%)	1(10.0%)	1(10.0%)	2(20.0%)	0	10(100%)
6 & over	3(33.3%)	1(11.1%)	1(11.1%)	0	4(44.4%)	0	9(100%)
No data	2(66.7%)	0	0	0	1(33.3%)	0	3(100%)
TOTAL	167(25.2%)	84(12.7%)	122(18.4%)	136(20.5%)	131(19.8%)	23(3.5%)	663(100%)

Table 221 A

Number Of Pamphlets Read By Changes In, "Cigarettes Do More Good For A Person Than Harm"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	7(1.6%)	25(5.6%)	249(55.6%)	73(16.3%)	78(17.4%)	16(3.6%)	448(100%)
1 & over	1(0.5%)	11(5.2%)	103(48.6%)	40(18.9%)	50(23.6%)	7(3.3%)	212(100%)
No data	0	0	2(66.7%)	0	1(33.3%)	0	3(100%)
TOTAL	8(1.2%)	36(5.4%)	354(53.5%)	113(17.0%)	129(19.5%)	23(3.3%)	663(100%)

Table 221 B

Number Of Pamphlets Read By Changes In, "Cigarettes Do More Good For A Person Than Harm"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	7(1.6%)	25(5.6%)	249(55.6%)	73(16.3%)	78(17.4%)	16(3.6%)	448(100%)
1	0	1(1.6%)	31(50.0%)	12(19.4%)	16(25.8%)	2(3.2%)	62(100%)
2	1(1.3%)	5(6.6%)	38(50.0%)	12(15.8%)	17(22.4%)	3(3.0%)	76(100%)
3	0	2(4.8%)	20(47.6%)	9(21.4%)	10(23.8%)	1(2.4%)	42(100%)
4	0	1(7.7%)	7(53.9%)	3(23.1%)	2(15.4%)	0	13(100%)
5	0	1(10.0%)	1(10.0%)	4(40.0%)	3(30.0%)	1(10.0%)	10(100%)
6 & over	0	1(11.1%)	6(66.7%)	0	2(22.2%)	0	9(100%)
No data	0	0	2(66.7%)	0	1(33.3%)	0	3(100%)
TOTAL	8(1.2%)	36(5.4%)	355(53.5%)	113(17.0%)	129(19.5%)	23(3.3%)	663(100%)

Table 222 A

Number Of Pamphlets Read By Changes In, "Cigarettes Cost More Than The Pleasure Is Worth"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	171(38.2%)	39(8.7%)	27(6.0%)	88(19.6%)	105(23.4%)	18(4.0%)	448(100%)
1 & over	69(32.5%)	18(8.5%)	10(4.7%)	63(29.7%)	46(21.7%)	6(2.8%)	212(100%)
No data	1(33.3%)	1(33.3%)	0	0	1(33.3%)	0	3(100%)
TOTAL	241(36.4%)	58(8.8%)	37(5.6%)	151(22.8%)	152(22.9%)	24(3.6%)	663(100%)

Table 222 B

Number Of Pamphlets Read By Changes In, "Cigarettes Cost More Than The Pleasure Is Worth"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	171(38.2%)	39(8.7%)	27(6.0%)	88(19.6%)	105(23.4%)	18(4.0%)	448(100%)
1	23(37.1%)	5(8.1%)	2(3.2%)	17(27.4%)	13(21.0%)	2(3.2%)	62(100%)
2	26(34.2%)	10(13.2%)	3(3.0%)	20(26.3%)	15(19.7%)	2(2.6%)	76(100%)
3	8(19.1%)	1(2.4%)	2(4.8%)	17(40.5%)	13(31.0%)	1(2.4%)	42(100%)
4	5(38.5%)	1(7.7%)	3(23.1%)	3(23.1%)	1(7.7%)	0	13(100%)
5	3(30.0%)	1(10.0%)	0	3(30.0%)	3(30.0%)	0	10(100%)
6 & over	4(44.4%)	0	0	3(33.3%)	1(11.1%)	1(11.1%)	9(100%)
No data	1(33.3%)	1(33.3%)	0	0	1(33.3%)	0	3(100%)
TOTAL	241(36.4%)	58(8.8%)	37(5.6%)	151(22.8%)	152(22.9%)	24(3.6%)	663(100%)

Table 223 A

Number Of Pamphlets Read By Changes In, "When I Have Children I Hope They Never Smoke"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	241(53.8%)	50(11.2%)	3(0.7%)	70(15.6%)	63(14.1%)	21(4.7%)	448(100%)
1 & over	90(52.6%)	25(11.8%)	1(0.5%)	44(20.8%)	45(21.2%)	7(3.3%)	212(100%)
No data	2(66.7%)	1(33.3%)	0	0	0	0	3(100%)
TOTAL	333(50.2%)	76(11.5%)	4(0.6%)	114(17.2%)	108(16.3%)	28(4.2%)	663(100%)

Table 223 B

Number Of Pamphlets Read By Changes In, "When I Have Children I Hope They Never Smoke"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	24(53.8%)	50(11.2%)	3(0.7%)	70(15.6%)	63(14.1%)	21(4.7%)	448(100%)
1	31(50.0%)	7(11.3%)	1(1.6%)	12(19.4%)	9(14.5%)	2(3.2%)	62(100%)
2	33(43.4%)	7(9.2%)	0	18(23.7%)	16(21.1%)	2(2.6%)	76(100%)
3	14(33.3%)	7(16.7%)	0	7(16.7%)	11(26.2%)	3(7.1%)	42(100%)
4	4(30.8%)	1(7.7%)	0	4(30.8%)	4(30.8%)	0	13(100%)
5	5(50.0%)	2(20.0%)	0	2(20.0%)	1(10.0%)	0	10(100%)
6 & over	3(33.3%)	1(11.1%)	0	1(11.1%)	4(44.4%)	0	9(100%)
No data	2(66.7%)	1(33.3%)	0	0	0	0	3(100%)
TOTAL	333(50.2%)	76(11.5%)	4(0.6%)	114(17.2%)	108(16.3%)	28(4.2%)	663(100%)

Table 224 A

Number Of Pamphlets By Changes In, "There Is Nothing Wrong With Smoking"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	27(6.0%)	33(7.4%)	132(29.5%)	109(24.3%)	125(27.9%)	22(4.9%)	448(100%)
1 & over	10(11.8%)	20(9.4%)	73(34.4%)	46(21.7%)	51(24.1%)	12(8.7%)	212(100%)
No data	0	0	1(33.3%)	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	37(5.9%)	53(7.8%)	206(31.1%)	156(23.5%)	177(26.9%)	34(4.8%)	663(100%)

Table 224 B

Number Of Pamphlets By Changes In, "There Is Nothing Wrong With Smoking"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	27(6.0%)	33(7.4%)	132(29.5%)	109(24.3%)	125(27.9%)	22(4.9%)	448(100%)
1	2(3.2%)	7(11.3%)	25(40.3%)	12(19.4%)	13(21.0%)	3(4.8%)	62(100%)
2	4(5.3%)	9(11.8%)	26(34.2%)	14(18.4%)	18(23.7%)	5(6.6%)	76(100%)
3	2(4.8%)	3(7.1%)	11(26.2%)	11(26.2%)	12(28.6%)	3(7.1%)	42(100%)
4	0	0	4(30.8%)	5(38.5%)	4(30.8%)	0	13(100%)
5	2(20.0%)	1(10.0%)	2(20.0%)	2(20.0%)	2(20.0%)	1(10.0%)	10(100%)
6 & over	0	0	5(55.6%)	2(22.2%)	2(22.2%)	0	9(100%)
No data	0	0	1(33.3%)	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	37(5.9%)	53(7.8%)	206(31.1%)	156(23.5%)	177(26.9%)	34(4.8%)	663(100%)

Table 225 A

Number Of Pamphlets By Change In, "Smoking Is A Dirty Habit"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	108(24.1%)	44(9.8%)	41(9.2%)	113(25.2%)	120(26.8%)	22(4.9%)	448(100%)
1 & over	58(36.8%)	17(8.0%)	21(9.9%)	4 (22.2%)	63(29.7%)	14(6.6%)	212(100%)
No data	0	0	0	2(66.7%)	1(33.3%)	0	3(100%)
TOTAL	156(23.5%)	61(9.2%)	62(9.4%)	164(24.7%)	184(27.8%)	36(5.4%)	663(100%)

Table 225 B

Number Of Pamphlets By Changes In, "Smoking Is A Dirty Habit"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	108(24.1%)	44(9.8%)	41(9.2%)	113(25.2%)	120(26.8%)	22(4.9%)	448(100%)
1	15(24.2%)	6(9.7%)	4(6.5%)	13(21.0%)	19(30.7%)	5(8.1%)	62(100%)
2	20(26.3%)	7(9.2%)	11(14.5%)	13(17.1%)	19(25.0%)	6(7.9%)	76(100%)
3	4(9.5%)	4(9.5%)	4(9.5%)	13(31.0%)	15(35.7%)	2(4.8%)	42(100%)
4	4(30.8%)	0	0	5(38.5%)	4(30.8%)	0	13(100%)
5	2(20.0%)	0	1(10.0%)	4(40.0%)	3(30.0%)	0	10(100%)
6 & over	3(33.3%)	0	1(11.1%)	1(11.1%)	3(33.3%)	1(11.1%)	9(100%)
No data	0	0	0	2(66.7%)	1(33.3%)	0	3(100%)
TOTAL	156(23.5%)	61(9.2%)	62(9.4%)	164(24.7%)	184(27.8%)	36(5.4%)	663(100%)

Table 226 A

Number Of Pamphlets By Changes In, "There Is Nothing Wrong With Smoking As Long As A Person Smokes Moderately"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	59(13.2%)	53(11.8%)	96(21.4%)	117(26.1%)	107(23.9%)	16(3.6%)	448(100%)
1 & over	38(17.9%)	15(7.1%)	35(11.5%)	65(30.7%)	52(29.5%)	7(3.3%)	212(100%)
No data	0	0	1(33.3%)	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	97(14.6%)	68(10.3%)	132(19.9%)	183(27.6%)	160(24.1%)	23(3.5%)	663(100%)

Table 226 B

Number Of Pamphlets By Changes In, "There Is Nothing Wrong With Smoking As Long As A Person Smokes Moderately"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	59(13.2%)	53(11.8%)	96(21.4%)	117(26.1%)	107(23.9%)	16(3.6%)	448(100%)
1	12(19.4%)	2(3.2%)	7(11.3%)	25(40.3%)	13(21.0%)	3(4.8%)	62(100%)
2	12(15.8%)	9(11.8%)	16(21.1%)	19(25.0%)	18(23.7%)	2(2.6%)	76(100%)
3	6(14.3%)	3(7.1%)	8(19.1%)	13(31.0%)	11(26.2%)	1(2.4%)	42(100%)
4	2(15.4%)	0	0	7(53.9%)	3(23.1%)	1(7.7%)	13(100%)
5	4(40.0%)	1(10.0%)	2(20.0%)	0	3(30.0%)	0	10(100%)
6 & over	2(22.2%)	0	2(22.2%)	1(11.1%)	4(44.4%)	0	9(100%)
No data	0	0	1(33.3%)	1(33.3%)	1(33.3%)	0	3(100%)
TOTAL	97(14.6%)	68(10.3%)	132(19.9%)	183(27.6%)	160(24.1%)	23(3.5%)	663(100%)

Table 227 A

Number Of Pamphlets By Changes In, "Smoking Helps You To Relax"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	122(27.2%)	83(18.5%)	28(6.3%)	90(20.1%)	109(24.3%)	16(3.6%)	448(100%)
1 & over	67(81.6%)	31(14.6%)	13(6.1%)	47(19.7%)	52(35.3%)	7(3.3%)	212(100%)
No data	3(100.0%)	0	0	0	0	0	3(100%)
TOTAL	192(29.0%)	114(17.2%)	41(6.2%)	132(19.9%)	161(24.3%)	23(3.5%)	663(100%)

Table 227 B

Number Of Pamphlets By Changes In, "Smoking Helps You To Relax"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	122(27.2%)	83(18.5%)	28(6.3%)	90(20.1%)	109(24.3%)	16(3.6%)	448(100%)
1	20(32.3%)	7(11.3%)	3(4.8%)	13(21.0%)	15(24.2%)	4(6.5%)	62(100%)
2	23(30.3%)	13(17.1%)	4(5.3%)	15(19.7%)	19(25.0%)	2(2.6%)	76(100%)
3	12(28.6%)	8(19.1%)	4(9.5%)	9(21.4%)	8(19.1%)	1(2.4%)	42(100%)
4	5(38.5%)	1(7.7%)	1(7.7%)	2(15.4%)	4(30.8%)	0	13(100%)
5	5(50.0%)	1(10.0%)	0	2(20.0%)	2(20.0%)	0	10(100%)
6 & over	2(22.2%)	1(11.1%)	1(11.1%)	1(11.1%)	4(44.4%)	0	9(100%)
No data	3(100.0%)	0	0	0	0	0	3(100%)
TOTAL	192(29.0%)	114(17.2%)	41(6.2%)	132(19.9%)	161(24.3%)	23(3.5%)	663(100%)

Table 228 A

Number Of Pamphlets Read By Changes In, "If Parents Smoke, They
Should Allow Their Children To Smoke"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	32(7.1%)	84(18.8%)	86(19.2%)	100(22.3%)	128(28.6%)	18(4.0%)	448(100%)
1 & over	21(9.9%)	49(23.1%)	42(19.8%)	42(19.8%)	51(29.1%)	7(3.3%)	212(100%)
No data	1(33.3%)	2(66.7%)	0	0	0	0	3(100%)
TOTAL	54(8.1%)	135(20.4%)	128(19.3%)	142(21.4%)	179(27.0%)	25(3.8%)	663(100%)

Table 228 B

Number Of Pamphlets Read By Changes In, "If Parents Smoke, They
Should Allow Their Children To Smoke"

Response							
Number Of Pamphlets	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	Total
None	32(7.1%)	84(18.8%)	86(19.2%)	100(22.3%)	128(28.6%)	18(4.0%)	448(100%)
1	6(9.7%)	12(19.4%)	11(17.7%)	15(24.2%)	16(25.8%)	2(3.2%)	62(100%)
2	5(6.6%)	18(23.7%)	20(26.3%)	17(22.4%)	13(17.1%)	3(3.0%)	76(100%)
3	4(9.5%)	11(26.2%)	8(19.1%)	2(4.8%)	16(38.1%)	1(2.4%)	42(100%)
4	2(15.4%)	3(23.1%)	1(7.7%)	3(23.1%)	3(23.1%)	1(7.7%)	13(100%)
5	3(30.0%)	1(10.0%)	2(20.0%)	3(30.0%)	1(10.0%)	0	10(100%)
6 & over	1(11.1%)	4(44.4%)	0	2(22.2%)	2(22.2%)	0	9(100%)
No data	1(33.3%)	2(66.7%)	0	0	0	0	3(100%)
TOTAL	54(8.1%)	135(20.4%)	128(19.3%)	142(21.4%)	179(27.0%)	25(3.8%)	663(100%)

Table 229 A

Number Of Pamphlets Read By Changes In, "Smoking Is Harmful To Health"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	248(55.4%)	29(6.5%)	4(0.9%)	83(18.5%)	69(15.4%)	15(3.4%)	448(100%)
1 & over	121(57.1%)	7(3.3%)	2(0.7%)	42(19.8%)	34(10.0%)	6(3.3%)	212(100%)
No data	2(66.7%)	0	0	0	1(33.3%)	0	3 (100%)
TOTAL	371(56.0%)	36(5.4%)	6(0.9%)	125(18.9%)	104(15.7%)	21(3.2%)	663(100%)

Table 229 B

Number of Pamphlets Read By Changes In, "Smoking Is Harmful to Health"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	248(55.4%)	29(6.5%)	4(0.9%)	83(18.5%)	69(15.4%)	15(3.4%)	448(100%)
1	39(62.9%)	3(4.8%)	0	6(9.7%)	12(19.4%)	2(3.2%)	62(100%)
2	44(57.9%)	3(3.0%)	2(2.6%)	9(11.8%)	15(19.7%)	3(3.0%)	76(100%)
3	18(42.9%)	1(2.4%)	0	20(47.6%)	2(4.8%)	1(2.4%)	42(100%)
4	9(69.2%)	0	0	3(23.1%)	1(7.7%)	0	13(100%)
5	5(50.0%)	0	0	3(30.0%)	2(20.0%)	0	10(100%)
6 & over	6(66.7%)	0	0	1(33.3%)	2(22.2%)	0	9(100%)
No data	2(66.7%)	0	0	0	1(33.3%)	0	3(100%)
TOTAL	371(56.0%)	36(5.4%)	6(0.9%)	125(18.9%)	104(15.7%)	21(3.2%)	663(100%)

Table 230 A

Number Of Pamphlets Read By Changes In, "There Is Nothing Wrong With A Woman Smoking A Small Cigar"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	20(4.5%)	38(8.5%)	213(47.5%)	83(18.5%)	80(17.9%)	14(3.1%)	448(100%)
1 & over	7(3.3%)	17(8.0%)	90(42.4%)	42(19.8%)	51(24.1%)	5(2.4%)	212(100%)
No data	0	0	1(33.3%)	2(66.7%)	0	0	3(100%)
TOTAL	27(4.1%)	55(8.3%)	304(45.9%)	127(19.2%)	131(19.8%)	19(2.9%)	663(100%)

Table 230 B

Number Of Pamphlets Read By Changes In, "There Is Nothing Wrong With A
Woman Smoking A Small Cigar"

Number Of Pamphlets	Response						Table
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	20(4.5%)	38(8.5%)	213(47.5%)	83(18.5%)	80(17.9%)	14(3.1%)	448(100%)
1	3(4.8%)	3(4.8%)	23(37.1%)	13(21.0%)	18(29.0%)	2(3.2%)	62(100%)
2	3(3.0%)	5(6.6%)	29(38.2%)	20(26.3%)	17(22.4%)	2(2.6%)	76(100%)
3	0	5(11.9%)	20(47.6%)	5(11.9%)	11(26.2%)	1(2.4%)	42(100%)
4	1(7.7%)	2(15.4%)	7(53.9%)	2(15.4%)	1(7.7%)	0	13(100%)
5	0	0	4(40.0%)	2(20.0%)	4(40.0%)	0	10(100%)
6 & over	0	2(22.2%)	7(77.8%)	0	0	0	9(100%)
No data	0	0	1(33.3%)	2(66.7%)	0	0	3(100%)
TOTAL	27(4.1%)	55(8.3%)	304(45.9%)	127(19.2%)	131(19.8%)	19(2.9%)	663(100%)

Table 231 A

Number Of Pamphlets Read By Changes In, "Smoking Makes One Feel More Sophisticated"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	42(9.4%)	82(18.3%)	109(24.3%)	89(19.9%)	110(24.6%)	16(3.5%)	448(100%)
1 & over	15(7.6%)	44(20.8%)	44(20.8%)	43(20.3%)	58(27.8%)	7(3.3%)	212(100%)
No data	1(33.3%)	1(33.3%)	0	1(33.3%)	0	0	3(100%)
TOTAL	58(8.8%)	127(19.2%)	153(23.1%)	133(20.1%)	169(25.5%)	23(3.5%)	663(100%)

Table 231 B

Number Of Pamphlets Read By Changes In, "Smoking Makes One Feel More Sophisticated"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	42(9.4%)	82(18.3%)	109(24.3%)	89(19.9%)	110(24.6%)	16(3.5%)	448(100%)
1	4(6.5%)	12(19.4%)	14(22.6%)	13(21.0%)	17(27.4%)	2(3.2%)	62(100%)
2	5(6.6%)	17(22.4%)	15(19.7%)	18(23.7%)	18(23.7%)	3(3.0%)	76(100%)
3	6(14.3%)	9(21.4%)	7(16.7%)	5(11.9%)	14(33.3%)	1(2.4%)	42(100%)
4	0	2(15.4%)	3(23.1%)	3(23.1%)	5(38.5%)	0	13(100%)
5	0	2(20.0%)	1(10.0%)	3(30.0%)	3(30.0%)	1(10.0%)	10(100%)
6 & over	0	2(22.2%)	4(44.4%)	1(11.1%)	2(22.2%)	0	9(100%)
No data	1(33.3%)	1(33.3%)	0	1(33.3%)	0	0	3(100%)
TOTAL	58(8.8%)	127(19.2%)	153(23.1%)	133(20.1%)	169(25.5%)	23(3.5%)	663(100%)

Table 232 A

Number Of Pamphlets Read By Changes In, "Smoking Helps You Control Your Weight"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	93(20.8%)	114(25.5%)	40(8.9%)	99(22.1%)	89(19.9%)	13(2.9%)	448(100%)
1 & over	56(26.4%)	43(20.3%)	25(14.5%)	37(17.5%)	46(21.7%)	5(2.4%)	212(100%)
No data	2(66.7%)	0	0	1(33.3%)	0	0	3(100%)
TOTAL	151(22.8%)	157(23.7%)	65(9.8%)	137(20.7%)	135(20.4%)	18(2.7%)	663(100%)

Table 232 B

Number Of Pamphlets Read By Changes In, "Smoking Helps You Control Your Weight"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	93(20.8%)	114(25.5%)	40(8.9%)	99(22.1%)	89(19.9%)	13(2.9%)	448(100%)
1	17(27.4%)	10(16.1%)	7(11.3%)	13(21.0%)	13(21.0%)	2(3.2%)	62(100%)
2	21(27.6%)	19(25.0%)	8(10.5%)	12(15.8%)	14(18.4%)	2(2.6%)	76(100%)
3	8(19.1%)	8(19.1%)	4(9.5%)	6(14.3%)	15(35.7%)	1(2.4%)	42(100%)
4	4(30.8%)	2(15.4%)	3(23.1%)	3(23.1%)	1(2.7%)	0	13(100%)
5	6(60.0%)	1(10.0%)	1(10.0%)	1(10.0%)	1(10.0%)	0	10(100%)
6 & over	0	3(33.3%)	2(22.2%)	2(22.2%)	2(22.2%)	0	9(100%)
No data	2(66.7%)	0	0	1(33.3%)	0	0	3(100%)
TOTAL	151(22.8%)	157(23.7%)	65(9.8%)	137(20.7%)	135(20.4%)	18(2.7%)	663(100%)

Table 233 A

Number Of Pamphlets Read By Changes In, "Women Should Not Smoke
While Walking Down The Street"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	259(57.8%)	35(7.8%)	10(2.2%)	75(16.7%)	55(12.3%)	14(3.1%)	448(100%)
1 & over	126(59.4%)	20(9.4%)	1(0.5%)	26(12.3%)	34(16.0%)	5(2.4%)	212(100%)
No data	2(66.7%)	1(33.3%)	0	0	0	0	3(100%)
TOTAL	387(58.4%)	56(8.5%)	11(1.7%)	101(15.2%)	89(13.4%)	19(2.9%)	663(100%)

Table 233 B

Number Of Pamphlets Read By Changes In, "Women Should Not Smoke
While Walking Down The Street"

Number Of Pamphlets	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
None	259(57.8%)	35(7.8%)	10(2.2%)	75(16.7%)	55(12.3%)	14(3.1%)	448(100%)
1	38(61.3%)	4(6.5%)	0	9(14.5%)	9(14.5%)	2(3.2%)	62(100%)
2	47(61.8%)	9(11.8%)	0	8(10.5%)	10(13.2%)	2(2.6%)	76(100%)
3	22(52.4%)	4(9.5%)	0	6(14.3%)	9(21.4%)	1(2.4%)	42(100%)
4	7(53.9%)	1(7.7%)	1(7.7%)	1(7.7%)	3(23.1%)	0	13(100%)
5	7(70.0%)	1(10.0%)	0	2(20.0%)	0	0	10(100%)
6 & over	5(55.6%)	1(11.1%)	0	0	3(33.3%)	0	9(100%)
No data	2(66.7%)	1(33.3%)	0	0	0	0	3(100%)
TOTAL	387(58.4%)	56(8.5%)	11(1.7%)	101(15.2%)	89(13.4%)	19(2.9%)	663(100%)

Table 234

Reading Of Lawsuit Article By Changes In, "Cigarettes Are Pleasurable"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	54(30.5%)	24(13.6%)	22(12.4%)	34(19.2%)	36(20.3%)	7(4.0%)	177(100%)
Did not read	110(22.9%)	60(12.5%)	99(20.6%)	102(21.2%)	94(19.5%)	16(3.3%)	481(100%)
No data	3(60.0%)	0	1(20.0%)	0	1(20.0%)	0	5(100%)
TOTAL	167(25.2%)	84(12.7%)	122(18.4%)	136(20.5%)	131(19.8%)	23(3.5%)	663(100%)

Table 235

Reading Of Lawsuit Article By Changes In, "Cigarettes Do
More Good For A Person Than Harm"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	3(1.7%)	13(7.3%)	95(53.7%)	22(12.4%)	38(21.5%)	6(3.4%)	177(100%)
Did not read	5(1.0%)	23(4.8%)	257(53.4%)	91(18.9%)	89(18.5%)	16(3.3%)	481(100%)
No data	0	0	3(60.0%)	0	2(40.0%)	0	5(100%)
TOTAL	8(1.2%)	36(5.4%)	355(53.5%)	113(17.0%)	129(19.5%)	22(3.3%)	663(100%)

Table 236

Reading Of Lawsuit Article By Changes In, "Cigarettes Cost More Than The Pleasure Is Worth"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	63(35.6%)	16(9.0%)	11(6.2%)	35(19.8%)	46(26.0%)	6(3.4%)	177(100%)
Did not read	177(36.8%)	41(8.5%)	26(5.4%)	115(23.9%)	104(21.6%)	18(3.7%)	481(100%)
No data	1(20.0%)	1(20.0%)	0	1(20.0%)	2(40.0%)	0	5(100%)
TOTAL	241(36.4%)	58(8.8%)	37(5.6%)	151(22.8%)	152(22.9%)	24(3.6%)	663(100%)

Table 237

Reading Of Lawsuit Article By Changes In, "When I Have Children I Hope They Never Smoke"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	79(44.6%)	19(10.7%)	2(1.1%)	40(22.6%)	28(15.8%)	9(5.1%)	177(100%)
Did not read	252(52.4%)	55(11.4%)	2(0.4%)	74(15.4%)	80(16.6%)	18(3.7%)	481(100%)
No data	2(40.0%)	2(40.0%)	0	0	0	1(20.0%)	5(100%)
TOTAL	333(50.2%)	76(11.5%)	4(0.6%)	114(17.2%)	108(16.3%)	28(4.2%)	663(100%)

Table 238

Reading Of Lawsuit Article By Changes In, "There Is Nothing Wrong With Smoking"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	7(4.0%)	16(9.0%)	48(27.1%)	41(23.2%)	55(31.1%)	10(5.7%)	177(100%)
Did not read	32(6.7%)	36(7.5%)	157(32.6%)	114(23.7%)	122(25.4%)	20(4.2%)	481(100%)
No data	0	0	1(20.0%)	1(20.0%)	1(20.0%)	2(40.0%)	5(100%)
TOTAL	39(5.9%)	52(7.8%)	206(31.1%)	156(23.5%)	178(26.9%)	32(4.8%)	663(100%)

Table 239

Reading Of Lawsuit Article By Changes In, "Smoking Is A Dirty Habit"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	47(26.6%)	19(10.7%)	13(7.3%)	39(22.0%)	48(27.1%)	11(6.2%)	177(100%)
Did not read	108(22.5%)	42(8.7%)	49(10.2%)	123(25.6%)	135(28.1%)	24(5.0%)	481(100%)
No data	1(20.0%)	0	0	2(40.0%)	1(20.0%)	1(20.0%)	5(100%)
TOTAL	156(23.5%)	61(9.2%)	62(9.4%)	164(24.7%)	184(27.8%)	36(5.4%)	663(100%)

Table 240

Reading Of Lawsuit Article By Changes In, "There Is Nothing Wrong With
Smoking As Long As A Person Smokes Moderately"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	24(13.6%)	21(11.9%)	35(19.8%)	46(26.0%)	44(24.9%)	7(4.0%)	177(100%)
Did not read	73(15.2%)	46(9.6%)	96(20.0%)	136(28.3%)	114(23.7%)	16(3.3%)	481(100%)
No data	0	1(20.0%)	1(20.0%)	1(20.0%)	2(40.0%)	0	5(100%)
TOTAL	97(14.6%)	68(10.3%)	132(19.9%)	183(27.6%)	160(24.1%)	23(3.5%)	663(100%)

Table 241

Reading Of Lawsuit Article By Changes In, "Smoking Helps You To Relax"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	49(27.7%)	27(15.3%)	14(7.9%)	32(18.1%)	49(27.7%)	6(3.4%)	177(100%)
Did not read	140(29.1%)	87(18.1%)	27(5.6%)	100(20.8%)	110(22.9%)	17(3.5%)	481(100%)
No data	3(60.0%)	0	0	0	2(40.0%)	0	5(100%)
TOTAL	192(29.0%)	114(17.2%)	41(6.2%)	132(19.9%)	161(24.3%)	23(3.5%)	663(100%)

Table 242

Reading Of Lawsuit Article By Changes In, "If Parents Smoke, They
Should Allow Their Children To Smoke"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	16(9.0%)	38(21.5%)	31(17.5%)	42(23.7%)	40(22.6%)	10(5.7%)	177(100%)
Did not read	37(7.7%)	94(19.5%)	96(20.0%)	100(20.8%)	139(28.9%)	15(3.1%)	481(100%)
No data	1(20.0%)	3(60.0%)	1(20.0%)	0	0	0	5(100%)
TOTAL	54(8.1%)	135(20.4%)	128(19.3%)	142(21.4%)	179(27.0%)	25(3.8%)	663(100%)

Table 243

Reading Of Lawsuit Article By Changes In, "Smoking Cigarettes Is Harmful To Health"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	92(52.0%)	11(6.2%)	2(1.1%)	37(20.9%)	29(16.4%)	6(3.4%)	177(100%)
Did not read	276(57.4%)	25(5.2%)	4(0.8%)	87(18.1%)	74(15.4%)	15(3.1%)	481(100%)
No data	3(60.0%)	0	0	1(20.0%)	1(20.0%)	0	5(100%)
TOTAL	371(56.0%)	36(5.4%)	6(0.9%)	125(18.9%)	104(15.7%)	21(3.2%)	663(100%)

Table 244

Reading Of Lawsuit Article By Changes In, "There Is Nothing Wrong
With A Woman Smoking A Small Cigar"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	6(3.4%)	22(12.4%)	71(40.1%)	32(18.1%)	41(23.2%)	5(2.8%)	177(100%)
Did not read	21(4.4%)	33(6.9%)	231(48.0%)	92(19.1%)	90(18.7%)	14(2.9%)	481(100%)
No data	0	0	2(40.0%)	3(60.0%)	0	0	5(100%)
TOTAL	27(4.1%)	55(8.3%)	304(45.9%)	127(19.2%)	131(19.8%)	19(2.9%)	663(100%)

Table 245

Reading Of Lawsuit Article By Changes In, "Smoking Makes One Feel More Sophisticated"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	11(6.2%)	44(24.9%)	43(24.3%)	32(18.1%)	41(23.2%)	6(3.4%)	177(100%)
Did not read	46(9.6%)	81(16.8%)	110(22.9%)	100(20.8%)	127(26.4%)	17(3.5%)	481(100%)
No data	1(20.0%)	2(40.0%)	0	1(20.0%)	1(20.0%)	0	5(100%)
TOTAL	58(8.8%)	127(19.2%)	153(23.1%)	133(20.1%)	169(25.5%)	23(3.5%)	663(100%)

Table 246

Reading Of Lawsuit Article By Changes In, "Smoking Helps You To Control Your Weight"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	45(25.4%)	38(21.5%)	19(10.7%)	41(23.2%)	29(16.4%)	5(2.8%)	177(100%)
Did not read	104(21.6%)	119(24.7%)	46(9.6%)	95(19.8%)	104(21.6%)	13(2.7%)	481(100%)
No data	2(40.0%)	0	0	1(20.0%)	2(40.0%)	0	5(100%)
TOTAL	151(22.8%)	157(23.7%)	65(9.8%)	137(20.7%)	135(20.4%)	18(2.7%)	663(100%)

Table 247

Reading Of Lawsuit Article By Changes In, "Women Should Not Smoke
While Walking Down The Street"

	Response						Total
	No Change Agree	No Change Neither Agree Nor Disagree	No Change Disagree	Change From Agree To Disagree	Change From Disagree To Agree	No Data	
Did read	103(58.2%)	19(10.7%)	4(2.3%)	24(13.6%)	22(12.4%)	5(2.8%)	177(100%)
Did not read	281(58.4%)	35(7.3%)	7(1.5%)	77(16.0%)	67(13.9%)	14(2.9%)	481(100%)
No data	3(60.0%)	2(40.0%)	0	0	0	0	5(100%)
TOTAL	387(58.4%)	56(8.5%)	11(1.7%)	101(15.2%)	89(13.4%)	19(2.9%)	663(100%)

Table 248

Convocation Attendance By Changes In, "Smoking Cigarettes Increases The Risk
Of Dying From Respiratory Diseases Such As Chronic Bronchitis"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Attended	120(70.6%)	5(2.9%)	8(4.7%)	0	6(3.5%)	5(2.9%)	2(1.2%)	21(12.4%)	1(0.6%)	2(1.2%)	170(100%)
Did not attend	287(58.6%)	7(1.4%)	62(12.7%)	5(1.0%)	42(8.6%)	6(1.2%)	9(1.8%)	45(9.2%)	7(1.4%)	20(4.1%)	490(100%)
No data	2(66.7%)	0	0	1(33.3%)	0	0	0	0	0	0	3(100%)
TOTAL	409(61.7%)	12(1.8%)	70(10.6%)	6(0.9%)	48(7.2%)	11(1.7%)	11(1.7%)	66(10.0%)	8(1.2%)	22(3.3%)	663(100%)

Table 249

Convocation Attendance By Changes In, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Attended	3(1.8%)	85(50.0%)	25(14.7%)	6(3.5%)	4(2.4%)	11(6.5%)	10(5.9%)	7(4.1%)	17(10.0%)	2(1.2%)	170(100%)
Did not attend	12(2.5%)	226(46.1%)	80(16.3%)	28(5.7%)	23(4.7%)	23(4.7%)	31(6.3%)	14(2.9%)	37(7.6%)	16(3.3%)	490(100%)
No data	0	3(100.0%)	0	0	0	0	0	0	0	0	0
TOTAL	15(2.3%)	314(47.4%)	105(15.8%)	34(5.1%)	27(4.1%)	34(5.1%)	41(6.2%)	21(3.2%)	54(8.1%)	18(2.7%)	663(100%)

Table 250

Convocation Attendance By Changes In, "Some People Experience Unpleasant
Physical Symptoms When They Try To Stop Smoking"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Attended	98(57.7%)	4(2.4%)	13(7.7%)	3(1.8%)	14(8.2%)	8(4.7%)	5(2.9%)	18(10.6%)	3(1.8%)	4(2.4%)	170(100%)
Did not attend	272(55.5%)	17(3.5%)	41(8.4%)	13(2.7%)	33(6.7%)	27(5.5%)	10(2.0%)	52(10.6%)	9(1.8%)	16(3.3%)	490(100%)
No data	2(66.7%)	0	1(33.3%)	0	0	0	0	0	0	0	3(100%)
TOTAL	372(56.1%)	21(3.2%)	55(8.3%)	16(2.4%)	47(7.1%)	35(5.3%)	15(2.3%)	70(10.6%)	12(1.8%)	20(3.0%)	663(100%)

Table 251

Convocation Attendance By Changes In, "Cigarette Smoking Reduces The Ability Of The Respiratory Tract To Rid Itself Of Impurities"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Attended	115(67.6%)	1(0.6%)	18(10.6%)	2(1.2%)	8(4.7%)	3(1.8%)	3(1.8%)	17(10.0%)	0	3(1.8%)	170(100%)
Did not attend	274(55.9%)	5(1.0%)	67(13.7%)	9(1.8%)	44(9.0%)	9(1.8%)	5(1.0%)	56(11.4%)	4(0.8%)	17(3.5%)	490(100%)
No data	1(33.3%)	0	1(33.3%)	0	1(33.3%)	0	0	0	0	0	3(100%)
TOTAL	390(58.8%)	6(0.9%)	86(13.0%)	11(1.7%)	53(8.0%)	12(1.2%)	8(1.2%)	73(11.0%)	4(0.6%)	20(3.0%)	663(100%)

Table 252

Convocation Attendance By Changes In, "Lung Cancer Can Be Cured In Most Persons
Who Receive Good Treatment"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Attended	15(8.8%)	41(24.1%)	40(23.5%)	7(4.1%)	11(6.5%)	5(2.9%)	20(11.8%)	11(6.5%)	17(10.0%)	3(1.8%)	170(100%)
Did not attend	53(10.8%)	107(21.8%)	107(21.8%)	15(3.1%)	35(7.1%)	22(4.5%)	56(11.4%)	34(6.9%)	39(8.0%)	22(8.0%)	490(100%)
No data	0	1(33.3%)	0	0	1(33.3%)	0	0	0	0	1(33.3%)	3(100%)
TOTAL	68(10.3%)	149(22.5%)	147(22.2%)	22(3.3%)	47(7.1%)	27(4.1%)	76(11.5%)	45(6.8%)	56(8.5%)	26(3.9%)	663(100%)

Table 253

Convocation Attendance By Changes In, "Cigarette Smoking Is Not Nearly As
Much Of A Health Hazard To Women As It Is To Men"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Attended	12(7.1%)	72(42.4%)	15(8.8%)	4(2.4%)	6(3.5%)	10(5.9%)	24(14.1%)	7(4.1%)	18(10.6%)	2(1.2%)	170(100%)
Did not attend	13(2.7%)	238(48.6%)	59(12.0%)	14(2.9%)	9(1.8%)	26(5.3%)	53(10.8%)	8(1.6%)	51(10.4%)	19(3.9%)	490(100%)
No data	1(33.3%)	2(66.7%)	0	0	0	0	0	0	0	0	3(100%)
TOTAL	26(3.9%)	312(47.1%)	74(11.2%)	18(2.7%)	15(2.3%)	36(5.4%)	77(11.6%)	15(2.3%)	69(10.4%)	21(3.2%)	663(100%)

Table 254

Convocation Attendance By Changes In, "Several Ingredients
In Cigarette Smoke Are Known To Cause Cancer"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Attended	82(48.2%)	6(3.5%)	28(16.5%)	6(3.5%)	14(8.2%)	4(2.4%)	2(1.2%)	19(11.2%)	6(3.5%)	3(1.8%)	170(100%)
Did not attend	217(44.3%)	17(3.5%)	57(11.6%)	13(2.7%)	56(11.4%)	17(3.5%)	25(5.1%)	56(11.4%)	3(1.6%)	24(4.9%)	490(100%)
No data	2(66.7%)	0	1(33.3%)	0	0	0	0	0	0	0	3(100%)
TOTAL	301(45.4%)	23(3.5%)	86(13.0%)	19(2.9%)	70(10.6%)	21(3.2%)	27(4.1%)	75(11.3%)	14(2.1%)	27(4.1%)	663(100%)

Table 255

Convocation Attendance By Changes In, "The Effects Of Pipe Or Cigar Smoking
On Health Are About The Same As The Effects Of Cigarette Smoking"

	Response										
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Attended	9(5.3%)	108(63.5%)	13(7.6%)	4(2.4%)	6(3.5%)	17(10.0%)	8(4.7%)	1(0.6%)	2(1.2%)	2(1.2%)	170(100%)
Did not attend	35(7.1%)	268(54.7%)	37(7.6%)	9(1.8%)	18(3.7%)	21(4.3%)	33(6.7%)	13(2.7%)	37(7.6%)	19(3.9%)	490(100%)
No data	0	3(100.0%)	0	0	0	0	0	0	0	0	3(100%)
TOTAL	44(6.6%)	379(57.2%)	50(7.5%)	13(2.0%)	24(3.6%)	38(5.7%)	41(6.2%)	14(2.1%)	39(5.9%)	21(3.2%)	663(100%)

Table 256

Convocation Attendance By Changes In, "The Longer A Person Smokes The
Greater Are His Chances For Developing Lung Cancer"

Response

	No Change True	No Change false	No Change Undecided	Change From True to False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	NO Data	Total	--
Attended	136(80.0%)	1(0.6%)	6(3.5%)	1(0.6%)	7(4.1%)	1(0.6%)	2(1.2%)	13(7.7%)	0	3(1.8%)	170(100%)	
Did Not Attend	359(73.3%)	4(0.8%)	20(4.1%)	11(2.2%)	33(6.7%)	7(1.4%)	2(0.4%)	30(6.1%)	5(1.0%)	19(3.9%)	499(100%)	
No data	3(100.0%)	0	0	0	0	0	0	0	0	0	3(100%)	
TOTAL	498(75.1%)	5(0.8%)	26(3.9%)	12(1.8%)	40(6.0%)	8(1.2%)	4(0.6%)	43(6.5%)	5(0.8%)	22(3.3%)	663(100%)	

Table 257

Convocation Attendance By Changes In, "Smoking Cigarettes
Causes A Lowering Of The Blood Pressure"

	Response										Total
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	
Attended	8(4.7%)	27(15.9%)	81(47.7%)	5(2.9%)	2(1.2%)	0	16(9.4%)	8(4.7%)	20(11.8%)	3(1.8%)	170(100%)
Did not attend	19(3.9%)	66(13.5%)	267(54.5%)	8(1.6%)	14(2.9%)	9(1.8%)	41(8.4%)	17(3.5%)	29(5.9%)	20(4.1%)	490(100%)
No data	0	2(66.7%)	1(33.3%)	0	0	0	0	0	0	0	3(100%)
TOTAL	27(4.1%)	95(14.3%)	349(52.6%)	13(2.0%)	16(2.4%)	9(1.4%)	57(8.6%)	25(3.8%)	49(7.4%)	23(3.5%)	663(100%)

Table 258

Convocation Attendance By Changes In, "Air Pollution Is A Major Cause Of Lung Cancer"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Attended	30(17.7%)	10(5.9%)	58(34.1%)	1(0.6%)	6(3.5%)	7(4.1%)	10(5.9%)	24(14.1%)	20(11.8%)	4(2.4%)	170(100%)
Did not attend	80(16.3%)	44(9.0%)	188(38.4%)	6(1.2%)	29(5.9%)	9(1.8%)	30(6.1%)	36(7.4%)	44(9.0%)	24(4.9%)	490(100%)
No data	0	1(33.3%)	2(66.7%)	0	0	0	0	0	0	0	3(100%)
TOTAL	110(16.6%)	55(8.4%)	248(37.4%)	7(1.1%)	35(5.3%)	16(2.4%)	40(6.0%)	60(9.1%)	64(9.1%)	28(4.2%)	663(100%)

Table 259

Convocation Attendance By Changes In, "More Cigarette Smokers
Than Non-Smokers Die From Heart Disease"

Response											
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Attended	62(36.5%)	2(1.2%)	36(21.2%)	1(0.6%)	9(5.3%)	5(2.9%)	7(4.1%)	43(25.3%)	0	5(2.9%)	170(100%)
Did not attend	170(34.7%)	4(0.8%)	150(30.6%)	6(1.2%)	49(10.0%)	5(1.0%)	14(2.9%)	57(11.6%)	17(3.5%)	18(3.7%)	490(100%)
No data	2(66.7%)	0	1(33.3%)	0	0	0	0	0	0	0	3(100%)
TOTAL	234(35.3%)	6(0.9%)	187(28.2%)	7(1.1%)	58(8.8%)	10(1.5%)	21(3.2%)	100(15.1%)	17(2.6%)	23(3.5%)	663(100%)

Table 260

Convocation Attendance By Changes In, "Nicotine Is A Poison"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Attended	87(51.2%)	9(5.3%)	11(6.5%)	4(2.4%)	11(6.5%)	12(7.1%)	10(5.9%)	21(12.4%)	2(1.2%)	3(1.8%)	170(100%)
Did not attend	256(52.2%)	18(3.7%)	53(10.8%)	12(2.5%)	24(4.9%)	23(4.7%)	18(3.7%)	45(9.2%)	15(3.1%)	26(5.3%)	490(100%)
No data	2(66.7%)	0	0	0	1(33.3%)	0	0	0	0	0	3(100%)
TOTAL	345(52.0%)	27(4.1%)	64(9.7%)	16(2.4%)	36(5.4%)	35(5.3%)	28(4.2%)	66(10.0%)	17(2.6%)	29(4.4%)	663(100%)

Table 261

Convocation Attendance By Changes In, "Mentholated Cigarettes
Are Safer Than Non-Mentholated Cigarettes"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Attended	7(4.1%)	67(39.4%)	40(21.5%)	6(3.5%)	6(3.5%)	1(0.6%)	11(6.5%)	6(3.5%)	21(12.4%)	5(2.9%)	170(100%)
Did not attend	20(4.1%)	192(39.2%)	112(22.9%)	9(1.8%)	12(2.5%)	7(1.4%)	52(10.6%)	13(2.7%)	53(10.8%)	20(4.1%)	490(100%)
No data	0	3(100.0%)	0	0	0	0	0	0	0	0	3(100%)
TOTAL	27(4.1%)	262(39.5%)	152(22.9%)	15(2.3%)	18(2.7%)	8(1.2%)	63(9.5%)	19(2.9%)	74(11.2%)	25(3.8%)	663(100%)

Table 262

Convocation Attendance By Changes In, "People Who Smoke Can Be Expected
To Die At A Younger Age Than People Who Do Not Smoke"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Attended	61(35.9%)	16(9.4%)	17(10.0%)	6(3.5%)	12(7.1%)	14(8.2%)	15(8.3%)	15(8.8%)	8(4.7%)	6(3.5%)	170(100%)
Did not attend	123(25.1%)	63(12.9%)	74(15.1%)	17(3.5%)	44(9.0%)	28(5.7%)	40(8.2%)	50(10.2%)	31(6.3%)	20(4.1%)	490(100%)
No data	1(33.3%)	1(33.3%)	0	0	0	0	0	1(33.3%)	0	0	3(100%)
TOTAL	185(27.9%)	80(12.1%)	91(13.7%)	23(3.5%)	56(8.5%)	42(6.3%)	55(8.3%)	66(10.0%)	39(5.9%)	26(3.9%)	663(100%)

Table 263

Convocation Attendance By Changes In, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered"

	Response										Total
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	
Attended	25(14.7%)	49(28.8%)	33(19.4%)	8(4.7%)	9(5.3%)	7(4.1%)	10(5.9%)	8(4.7%)	16(9.4%)	5(2.9%)	170(100%)
Did not attend	45(9.2%)	153(32.2%)	81(16.5%)	21(4.3%)	22(4.5%)	15(3.1%)	53(10.8%)	27(5.5%)	46(9.4%)	22(4.5%)	490(100%)
No data	0	2(66.7%)	1(33.3%)	0	0	0	0	0	0	0	3(100%)
TOTAL	70(10.6%)	209(31.5%)	115(17.4%)	29(4.4%)	31(4.7%)	22(3.3%)	63(9.5%)	35(5.3%)	62(9.4%)	27(4.1%)	663(100%)

Table 264 A

Number Of Pamphlets Read By Changes In, "Smoking Cigarettes Increases the Risk
Of Dying From Respiratory Diseases Such As Chronic Bronchitis"

Number Of Pamphlets	Response									No Data	Total
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False		
None	273(60.9%)	5(1.1%)	51(11.4%)	5(1.1%)	34(7.6%)	6(1.3%)	10(2.2%)	40(8.9%)	6(1.3%)	18(4.0%)	448(100%)
1 & over	134(63.2%)	7(3.3%)	19(9.0%)	0	14(6.6%)	5(2.4%)	1(0.5%)	26(12.3%)	2(0.9%)	4(1.9%)	212(100%)
No data	2(66.7%)	0	0	1(33.3%)	0	0	0	0	0	0	3(100%)
TOTAL	409(61.7%)	12(1.8%)	70(10.6%)	6(0.9%)	48(7.2%)	11(1.7%)	11(1.7%)	66(10.0%)	8(1.2%)	22(3.3%)	663(100%)

Table 264 B

Number Of Pamphlets Read By Changes In, "Smoking Cigarettes Increases the Risk
Of Dying From Respiratory Diseases Such As Chronic Bronchitis"

	Response										Total
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	
None	273(60.9%)	5(1.1%)	51(11.4%)	5(1.1%)	34(7.6%)	6(1.3%)	10(2.2%)	40(8.9%)	6(1.3%)	18(4.0%)	448(100%)
1	42(67.7%)	2(3.2%)	6(9.7%)	0	5(8.1%)	0	0	6(9.7%)	0	1(1.6%)	62(100%)
2	48(63.2%)	0	6(7.9%)	0	3(3.0%)	2(2.6%)	0	13(17.1%)	2(2.6%)	2(2.6%)	76(100%)
3	22(52.4%)	3(7.1%)	6(14.3%)	0	4(9.5%)	2(4.8%)	1(2.4%)	3(7.1%)	0	1(2.4%)	42(100%)
4	9(69.2%)	0	0	0	1(7.7%)	1(7.7%)	0	2(15.4%)	0	0	13(100%)
5	6(60.0%)	0	1(10.0%)	0	1(10.0%)	0	0	2(20.0%)	0	0	10(100%)
6 & over	7(77.8%)	2(22.2%)	0	0	0	0	0	0	0	0	9(100%)
No data	2(66.7%)	0	0	1(33.3%)	0	0	0	0	0	0	3(100%)
TOTAL	409(61.7%)	12(1.8%)	70(10.6%)	6(0.9%)	48(7.2%)	11(1.7%)	11(1.7%)	66(10.0%)	8(1.2%)	22(3.3%)	663(100%)

Table 265 B

Number Of Pamphlets Read By Changes In, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
None	9(2.0%)	215(48.0%)	77(17.2%)	20(4.5%)	17(3.8%)	22(4.9%)	27(6.0%)	11(2.5%)	36(8.0%)	14(3.1%)	448(100%)
1	3(4.8%)	26(41.9%)	8(12.9%)	4(6.5%)	2(3.2%)	5(8.1%)	5(8.1%)	2(3.2%)	6(9.7%)	1(1.6%)	62(100%)
2	2(2.6%)	35(46.1%)	11(14.5%)	4(5.3%)	4(5.3%)	5(6.6%)	4(5.3%)	3(3.0%)	6(7.9%)	2(2.6%)	76(100%)
3	0	19(45.2%)	7(16.7%)	3(7.1%)	1(2.4%)	1(2.4%)	4(9.5%)	2(4.8%)	4(9.5%)	1(2.4%)	42(100%)
4	0	9(69.2%)	1(7.7%)	0	2(15.4%)	1(7.7%)	0	0	0	0	13(100%)
5	0	4(40.0%)	1(10.0%)	3(30.0%)	0	0	0	1(10.0%)	1(10.0%)	0	10(100%)
6 & over	1(11.1%)	3(33.3%)	0	0	1(11.1%)	0	1(11.1%)	2(22.2%)	1(11.1%)	0	9(100%)
No data	0	3(100.0%)	0	0	0	0	0	0	0	0	3(100%)
TOTAL	15(2.3%)	314(47.4%)	105(15.8%)	34(5.1%)	27(4.1%)	34(5.1%)	41(6.2%)	21(3.2%)	54(8.1%)	18(2.7%)	663(100%)

Table 266 A

Number Of Pamphlets Read By Changes In, "Some People Experience Unpleasant
Physical Symptoms When They Try To Stop Smoking"

Number Of Pamphlets	Response										Total
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	
None	248(55.4%)	13(2.9%)	40(8.9%)	11(2.5%)	30(6.7%)	19(4.2%)	9(2.0%)	55(12.3%)	9(2.0%)	14(3.1%)	448(100%)
1 & over	122(57.5%)	8(3.8%)	14(6.6%)	5(2.4%)	17(8.0%)	16(7.5%)	6(2.8%)	15(7.1%)	2(0.9%)	6(2.8%)	212(100%)
No data	2(66.7%)	0	1(33.3%)	0	0	0	0	0	0	0	3(100%)
TOTAL	372(56.1%)	21(3.2%)	55(8.3%)	16(2.4%)	47(7.1%)	35(5.3%)	15(2.3%)	70(10.6%)	11(1.8%)	20(3.0%)	663(100%)

Table 266 B

Number Of Pamphlets Read By Changes In, "Some People Experience Unpleasant Physical Symptoms When They Try To Stop Smoking"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
None	248(55.4%)	13(2.9%)	40(8.9%)	11(2.5%)	30(6.7%)	19(4.2%)	9(2.0%)	55(12.3%)	9(2.0%)	14(3.1%)	448(100%)
1	39(62.9%)	2(3.2%)	6(9.7%)	0	2(3.2%)	4(6.5%)	3(4.8%)	5(8.1%)	0	1(1.6%)	62(100%)
2	42(55.3%)	3(3.0%)	2(2.6%)	2(2.6%)	9(11.8%)	6(7.9%)	2(2.6%)	5(6.6%)	2(2.6%)	3(3.0%)	76(100%)
3	21(50.0%)	2(4.8%)	5(11.9%)	2(4.8%)	4(9.5%)	4(9.5%)	0	3(7.1%)	0	1(2.4%)	42(100%)
4	9(69.2%)	1(7.7%)	0	0	0	1(7.7%)	0	1(7.7%)	0	1(7.7%)	13(100%)
5	6(60.0%)	0	0	1(10.0%)	1(10.0%)	1(10.0%)	1(10.0%)	0	0	0	10(100%)
6 & over	5(55.6%)	0	1(11.1%)	0	1(11.1%)	0	0	1(11.1%)	0	0	9(100%)
No data	2(66.7%)	0	1(33.3%)	0	0	0	0	0	0	0	3(100%)
TOTAL	372(56.1%)	21(3.2%)	55(8.3%)	16(2.4%)	47(7.1%)	35(5.3%)	15(2.3%)	70(10.6%)	11(1.8%)	20(3.0%)	663(100%)

Table 267 A

Number Of Pamphlets Read By Changes In, "Cigarette Smoking Reduces The Ability
Of The Respiratory Tract To Rid Itself Of Impurities"

Response

Number Of Pamphlets	No Change		No Change		Change From True To False		Change From True To Undecided		Change From False To Undecided		Change From False To True		Change From Undecided To True		Change From Undecided To False		Total
	True	False	True	False	True	False	True	False	True	False	True	False	True	False	True	False	
None	262 (58.5%)	3 (0.7%)	67 (15.0%)	9 (2.0%)	28 (6.3%)	9 (2.0%)	7 (1.6%)	45 (10.0%)	4 (0.9%)	14 (3.1%)	448 (100%)						
1 & over	127 (59.9%)	3 (1.4%)	18 (8.5%)	2 (0.9%)	24 (11.3%)	3 (1.4%)	1 (0.5%)	28 (13.2%)	0	6 (2.8%)	212 (100%)						
No data	1 (33.3%)	0	1 (33.3%)	0	1 (33.3%)	0	0	0	0	0	3 (100%)						
TOTAL	290 (43.7%)	6 (0.9%)	86 (13.0%)	11 (1.7%)	53 (8.0%)	12 (1.8%)	8 (1.2%)	73 (11.0%)	4 (0.6%)	20 (3.0%)	663 (100%)						

Table 267 B

Number Of Pamphlets Read By Changes In, "Cigarette Smoking Reduces The Ability
Of The Respiratory Tract To Rid Itself Of Impurities"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
None	262(58.5%)	3(0.7%)	67(15.0%)	9(2.0%)	28(6.3%)	9(2.0%)	7(1.6%)	45(10.0%)	4(0.9%)	14(3.1%)	448(100%)
1	40(64.5%)	0	4(6.5%)	0	7(11.3%)	0	0	10(16.1%)	0	1(1.6%)	62(100%)
2	40(52.6%)	1(1.3%)	10(13.2%)	1(1.3%)	11(14.5%)	2(2.6%)	0	8(10.5%)	0	3(3.0%)	76(100%)
3	28(66.7%)	1(2.4%)	4(9.5%)	0	2(4.8%)	1(2.4%)	1(2.4%)	4(9.5%)	0	1(2.4%)	42(100%)
4	6(46.2%)	0	0	1(7.7%)	2(15.4%)	0	0	3(23.1%)	0	1(7.7%)	13(100%)
5	6(60.0%)	0	0	0	2(20.0%)	0	0	2(20.0%)	0	0	10(100%)
6 & over	7(77.8%)	1(11.1%)	0	0	0	0	0	1(11.1%)	0	0	9(100%)
No data	1(33.3%)	0	1(33.3%)	0	1(33.3%)	0	0	0	0	0	3(100%)
TOTAL	290(43.7%)	6(0.9%)	86(13.0%)	11(1.7%)	53(8.0%)	12(1.8%)	8(1.2%)	73(11.0%)	4(0.6%)	20(3.0%)	663(100%)

Table 268 A

Number Of Pamphlets Read By Changes In, "Lung Cancer Can Be Cured In Most Persons
Who Receive Good Treatment"

Response

Number Of Pamphlets	No Change True	No Change False	No Change Undecided	Change From		Change From		Change From		Change From		No Data	Total
				True To False	True To Undecided	False To True	False To Undecided	True To True	True To Undecided	False To True	False To Undecided		
None	39(8.7%)	97(21.7%)	105(23.4%)	17(3.8%)	34(7.6%)	17(3.8%)	57(12.7%)	32(7.1%)	33(7.4%)	16(3.6%)	448(100%)		
1 & over	29(13.7%)	51(24.1%)	42(19.8%)	5(2.4%)	12(5.7%)	10(4.7%)	19(9.0%)	13(6.1%)	23(10.8%)	8(3.8%)	212(100%)		
No data	0	1(33.3%)	0	0	1(33.3%)	0	0	0	0	0	1(33.3%)	3(100%)	
TOTAL	68(10.3%)	149(22.5%)	147(22.2%)	22(3.3%)	47(7.1%)	27(4.1%)	76(11.5%)	45(6.8%)	56(8.5%)	26(3.9%)	663(100%)		

Table 268 B

Number Of Pamphlets Read By Changes In, "Lung Cancer Can Be Cured In Most Persons
Who Receive Good Treatment"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
None	39(8.7%)	97(21.7%)	105(23.4%)	17(3.8%)	34(7.6%)	17(3.8%)	57(12.7%)	32(7.1%)	33(7.4%)	16(3.6%)	448(100%)
1	8(12.9%)	15(24.2%)	12(19.4%)	3(4.8%)	4(6.5%)	4(6.5%)	5(8.1%)	3(4.8%)	7(11.3%)	1(1.6%)	62(100%)
2	7(9.2%)	23(30.3%)	15(19.7%)	1(1.3%)	5(6.6%)	2(2.6%)	6(7.9%)	4(5.3%)	10(13.2%)	3(3.0%)	76(100%)
3	9(21.4%)	6(14.3%)	9(21.4%)	0	3(7.1%)	2(4.8%)	5(11.9%)	2(4.8%)	4(9.5%)	2(4.8%)	42(100%)
4	2(15.4%)	5(38.5%)	0	0	0	1(7.7%)	2(15.4%)	1(7.7%)	1(7.7%)	1(7.7%)	13(100%)
5	1(10.0%)	2(20.0%)	3(30.0%)	0	0	1(10.0%)	1(10.0%)	1(10.0%)	0	1(10.0%)	10(100%)
6 & over	2(22.2%)	0	3(33.3%)	1(11.1%)	0	0	0	2(22.2%)	1(11.1%)	0	9(100%)
No data	0	1(33.3%)	0	0	1(33.3%)	0	0	0	0	1(33.3%)	3(100%)
TOTAL	68(10.3%)	149(22.5%)	147(22.2%)	22(3.3%)	47(7.1%)	27(4.1%)	76(11.5%)	45(6.8%)	56(8.5%)	26(3.9%)	663(100%)

Table 269 A

Number Of Pamphlets Read By Changes In, "Cigarette Smoking Is Not Nearly As
Much Of A Health Hazard To Women As It Is To Men"

Response

Number Of Changes Pamphlets True	No Change True	No Change False	No Change Undecided	Change From True To False		Change From True To Undecided		Change From False To Undecided		Change From Undecided To True		Change From Undecided To False		No Data	Total
				True	False	True	False	True	False	True	False				
None	17(3.8%)	224(50.0%)	54(12.1%)	13(2.9%)	8(1.8%)	20(4.5%)	48(10.7%)	6(1.3%)	43(9.6%)	15(3.4%)	448(100%)				
1 & over	8(3.8%)	86(40.6%)	20(9.4%)	5(2.4%)	8(3.8%)	16(7.5%)	29(13.7%)	9(4.2%)	26(12.3%)	6(2.8%)	212(100%)				
No data	1(33.3%)	2(66.7%)	0	0	0	0	0	0	0	0	3(100%)				
TOTAL	26(3.9%)	312(47.1%)	74(11.1%)	18(2.7%)	15(2.3%)	36(5.4%)	77(11.6%)	15(2.3%)	69(10.4%)	21(3.2%)	663(100%)				

Table 269 B

Number Of Pamphlets Read By Changes In, "Cigarette Smoking Is Not Nearly As
Much Of A Health Hazard To Women As It Is To Men"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
None	17(3.8%)	224(50.0%)	54(12.1%)	13(2.9%)	8(1.8%)	20(4.5%)	46(10.7%)	6(1.3%)	43(9.6%)	15(3.4%)	448(100%)
1	4(6.5%)	28(45.2%)	7(11.3%)	1(1.6%)	1(1.6%)	3(4.8%)	5(8.1%)	4(6.5%)	8(12.9%)	1(1.6%)	62(100%)
2	1(1.3%)	33(43.4%)	11(14.5%)	2(2.6%)	2(2.6%)	6(7.9%)	10(13.2%)	1(1.3%)	7(9.2%)	3(3.0%)	76(100%)
3	1(2.4%)	16(38.1%)	2(4.8%)	1(2.4%)	3(7.1%)	3(7.1%)	6(14.3%)	1(2.4%)	7(16.7%)	2(4.8%)	42(100%)
4	1(7.7%)	5(33.5%)	0	1(7.7%)	0	2(15.4%)	1(7.7%)	1(7.7%)	2(15.4%)	0	13(100%)
5	0	3(30.0%)	0	0	1(10.0%)	2(20.0%)	3(30.0%)	1(10.0%)	0	0	10(100%)
6 & over	1(11.1%)	1(11.1%)	0	0	0	0	4(44.4%)	1(11.1%)	2(22.2%)	0	9(100%)
No data	1(33.3%)	2(66.7%)	0	0	0	0	0	0	0	0	3(100%)
TOTAL	26(3.9%)	312(47.1%)	74(11.1%)	18(2.7%)	15(2.3%)	36(5.4%)	77(11.6%)	15(2.3%)	69(10.4%)	21(3.2%)	663(100%)

Table 270 A

Number Of Pamphlets Read By Changes In, "Several Ingredients
In Cigarette Smoke Are Known To Cause Cancer"

Number Of Pamphlets	Response									
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	Total
None	192(42.9%)	17(3.8%)	65(14.5%)	11(2.5%)	46(10.3%)	13(2.9%)	21(4.7%)	53(11.8%)	11(2.5%)	19(4.2%) 448(100%)
1 & over	107(50.5%)	6(2.8%)	20(9.4%)	8(3.8%)	24(11.3%)	9(3.8%)	6(2.8%)	22(10.4%)	3(1.4%)	8(3.8%) 212(100%)
No data	2(66.7%)	0	1(33.3%)	0	0	0	0	0	0	3(100%)
TOTAL	301(45.4%)	23(3.5%)	86(13.0%)	19(2.9%)	70(10.6%)	21(3.2%)	27(4.1%)	75(11.3%)	14(2.1%)	27(4.1%) 663(100%)

Table 270 B

Number Of Pamphlets Read By Changes In, "Several Ingredients
In Cigarette Smoke Are Known To Cause Cancer"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
None	192(42.9%)	17(3.8%)	65(14.5%)	11(2.5%)	46(10.3%)	13(2.9%)	21(4.7%)	53(11.8%)	11(2.5%)	19(4.2%)	448(100%)
1	25(40.3%)	1(1.6%)	8(12.9%)	2(3.2%)	11(17.7%)	4(6.5%)	3(4.8%)	7(11.3%)	0	1(1.6%)	62(100%)
2	45(59.2%)	3(3.0%)	7(9.2%)	3(3.0%)	3(3.0%)	1(1.3%)	3(3.0%)	7(9.2%)	1(1.3%)	3(3.0%)	76(100%)
3	21(50.0%)	1(2.4%)	4(9.5%)	0	7(16.7%)	2(4.8%)	0	5(11.9%)	0	2(4.8%)	42(100%)
4	7(53.9%)	1(7.7%)	0	1(7.7%)	1(7.7%)	1(7.7%)	0	1(7.7%)	0	1(7.7%)	13(100%)
5	7(70.0%)	0	1(10.0%)	0	1(10.0%)	0	0	0	0	1(10.0%)	10(100%)
6 & over	2(22.2%)	0	0	2(22.2%)	1(11.1%)	0	0	2(22.2%)	2(22.2%)	0	9(100%)
No data	2(66.7%)	0	1(33.3%)	0	0	0	0	0	0	0	3(100%)
TOTAL	301(45.4%)	23(3.5%)	86(13.0%)	19(2.9%)	70(10.6%)	21(3.2%)	27(4.1%)	75(11.3%)	14(2.1%)	27(4.1%)	663(100%)

Table 271 A

Number Of Pamphlets Read By Changes In, "The Effects Of Pipe Or Cigar Smoking
On Health Are About The Same As The Effects Of Cigarette Smoking"

Response

Number Of Pamphlets	No Change True	No Change False	No Change Undecided	Change From True To			Change From False To			Change From Undecided			No Data	Total
				True	False	Undecided	True	False	Undecided	To True	To False	To Undecided		
None	29(6.5%)	253(56.5%)	37(8.3%)	10(2.2%)	16(3.6%)	23(5.1%)	26(5.8%)	11(2.5%)	27(6.0%)	16(3.6%)	448(100%)			
1 & over	15(7.1%)	123(58.0%)	13(6.1%)	3(1.4%)	8(3.8%)	15(7.1%)	15(7.1%)	3(1.4%)	12(5.7%)	5(2.4%)	212(100%)			
No data	0	3(100.0%)	0	0	0	0	0	0	0	0	3(100%)			
TOTAL	44(6.6%)	379(51.2%)	50(7.5%)	13(2.0%)	24(3.6%)	38(5.7%)	41(6.2%)	14(2.1%)	39(5.9%)	21(3.2%)	663(100%)			

Table 271 B

Number Of Pamphlets Read By Changes In, "The Effects Of Pipe Or Cigar Smoking
On Health Are About The Same As The Effects Of Cigarette Smoking"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
None	29(6.5%)	253(56.5%)	37(8.3%)	10(2.2%)	16(3.6%)	23(5.1%)	26(5.8%)	11(2.5%)	27(6.0%)	16(3.6%)	448(100%)
1	4(6.5%)	36(58.1%)	4(6.5%)	0	3(4.8%)	6(9.7%)	4(6.5%)	1(1.6%)	3(4.8%)	1(1.6%)	62(100%)
2	5(6.6%)	46(60.5%)	5(6.6%)	1(1.3%)	1(1.3%)	5(6.6%)	5(6.6%)	1(1.3%)	4(5.3%)	3(3.0%)	76(100%)
3	5(11.9%)	22(52.4%)	2(4.8%)	1(2.4%)	2(4.8%)	0	6(14.3%)	0	3(7.1%)	1(2.4%)	42(100%)
4	0	9(69.2%)	0	0	0	3(23.1%)	0	0	1(7.7%)	0	13(100%)
5	0	6(60.0%)	1(10.0%)	1(10.0%)	0	0	0	1(10.0%)	1(10.0%)	0	10(100%)
6 & over	1(11.1%)	4(44.4%)	1(11.1%)	0	2(22.2%)	1(11.1%)	0	0	0	0	9(100%)
No data	0	3(100.0%)	0	0	0	0	0	0	0	0	3(100%)
TOTAL	44(6.6%)	379(51.2%)	50(7.5%)	13(2.0%)	24(3.6%)	38(5.7%)	41(6.2%)	14(2.1%)	39(5.9%)	21(3.2%)	663(100%)

Table 272 A

Number Of Pamphlets Read By Changes In, "The Longer A Person Smokes The Greater Are His Chances For Developing Lung Cancer"

Response

Number Of Pamphlets	No Change True	No Change False	No Change Undecided	Change From True To		Change From False To		Change From Undecided To		Change From Undecided To		No Data	Total
				True	False	True	False	True	False	True	False		
None	333(74.3%)	1(0.2%)	21(4.7%)	8(1.8%)	29(6.5%)	6(1.3%)	3(0.7%)	28(6.3%)	3(0.7%)	15(3.6%)	448(100%)		
1 & over	162(76.4%)	4(1.9%)	5(2.4%)	4(1.9%)	11(5.2%)	2(0.9%)	1(0.5%)	15(7.1%)	2(0.9%)	6(2.8%)	212(100%)		
No data	3(100.0%)	0	0	0	0	0	0	0	0	0	0	0	3(100%)
TOTAL	498(75.1%)	5(0.8%)	26(3.9%)	12(1.8%)	40(6.0%)	8(1.2%)	4(0.6%)	43(6.5%)	5(0.8%)	22(3.3%)	663(100%)		

Table 272 B

Number Of Pamphlets Read By Changes In, "The Longer A Person Smokes The Greater Are His Chances For Developing Lung Cancer"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
None	333(74.3%)	1(0.2%)	21(4.7%)	8(1.8%)	29(6.5%)	6(1.3%)	3(0.7%)	28(6.3%)	3(0.7%)	16(3.6%)	448(100%)
1	46(74.2%)	1(1.6%)	1(1.6%)	2(3.2%)	6(9.7%)	2(3.2%)	0	3(4.8%)	0	1(1.6%)	62(100%)
2	59(77.6%)	0	2(2.6%)	2(2.6%)	3(3.0%)	0	1(1.3%)	5(6.6%)	1(1.3%)	3(3.0%)	76(100%)
3	31(73.8%)	1(2.4%)	2(4.8%)	0	1(2.4%)	0	0	4(9.5%)	1(2.4%)	2(4.8%)	42(100%)
4	11(84.6%)	1(7.7%)	0	0	0	0	0	1(7.7%)	0	0	13(100%)
5	8(80.0%)	0	0	0	0	0	0	2(20.0%)	0	0	10(100%)
6 & over	7(77.8%)	1(11.1%)	0	0	1(11.1%)	0	0	0	0	0	9(100%)
No data	3(100.0%)	0	0	0	0	0	0	0	0	0	3(100%)
TOTAL	498(75.1%)	5(0.8%)	26(3.9%)	12(1.8%)	40(6.0%)	8(1.2%)	4(0.6%)	43(6.5%)	5(0.8%)	22(3.3%)	663(100%)

Table 273 A

Number Of Pamphlets Read By Changes In, "Smoking Cigarettes
Causes A Lowering Of The Blood Pressure"

Response

Number Of Changes Pamphlets	No Change True	No Change False	No Change Undecided	Change From			Change From			No Data	Total
				True To False	True To Undecided	False To Undecided	True To Undecided	False To Undecided	Undecided To True		
None	15(3.4%)	61(13.6%)	242(54.0%)	8(1.8%)	11(2.5%)	7(1.6%)	36(8.0%)	16(3.6%)	35(7.8%)	16(3.6%)	448(100%)
1 & over	12(5.7%)	32(15.1%)	106(50.0%)	5(2.4%)	5(2.4%)	2(0.9%)	21(9.9%)	9(4.2%)	14(6.6%)	6(2.8%)	212(100%)
No data	0	2(66.7%)	1(33.3%)	0	0	0	0	0	0	0	3(100%)
TOTAL	27(4.1%)	95(14.3%)	349(52.6%)	13(2.0%)	16(2.4%)	9(1.1%)	57(8.6%)	25(3.7%)	49(7.4%)	23(3.5%)	663(100%)

Table 273 B

Number Of Pamphlets Read By Changes In, "Smoking Cigarettes
Causes A Lowering Of The Blood Pressure"

Response

Number Of Pamphlets	No Change True	No Change False	No Change Undecided	Change From True To		Change From False To		Change From Undecided To		Change From Undecided To		No Data	Total
				True	False	True	False	True	False	True	False		
None	15(3.4%)	61(13.6%)	242(54.0%)	8(1.8%)	11(2.5%)	7(1.6%)	36(8.0%)	16(3.6%)	35(7.8%)	16(3.6%)	448(100%)		
1	1(1.6%)	8(12.9%)	37(59.7%)	2(3.2%)	0	1(1.6%)	6(9.7%)	1(1.6%)	5(8.1%)	1(1.6%)	62(100%)		
2	4(5.3%)	12(15.8%)	37(48.7%)	2(2.6%)	3(3.0%)	0	9(11.8%)	4(5.3%)	2(2.6%)	3(3.0%)	76(100%)		
3	6(14.3%)	5(11.9%)	20(47.6%)	0	0	1(2.4%)	4(9.5%)	1(2.4%)	3(7.1%)	2(4.8%)	42(100%)		
4	1(7.7%)	3(23.1%)	6(46.2%)	0	0	0	1(7.7%)	1(7.7%)	1(7.7%)	0	13(100%)		
5	0	2(20.0%)	2(20.0%)	0	2(20.0%)	0	1(10.0%)	1(10.0%)	2(20.0%)	0	10(100%)		
6 & over	0	2(22.2%)	4(44.4%)	1(11.1%)	0	0	0	1(11.1%)	1(11.1%)	0	9(100%)		
No data	0	2(66.7%)	1(33.3%)	0	0	0	0	0	0	0	3(100%)		
TOTAL	27(4.1%)	95(14.3%)	349(52.6%)	13(2.0%)	16(2.4%)	9(1.4%)	57(8.6%)	25(3.7%)	49(7.4%)	23(3.5%)	663(100%)		

Table 274 A

Number Of Pamphlets Read By Changes In, "Air Pollution Is A Major Cause Of Lung Cancer"

Response

Number Of Pamphlets	No Change		Change From True To False		Change From True To Undecided		Change From False To Undecided		Change From Undecided To True		Change From Undecided To False		Change From True To False		Total
	True	False	True	False	True	False	True	False	True	False	True	False	True	False	
None	75(16.7%)	39(8.7%)	174(38.3%)	4(0.9%)	28(6.3%)	10(2.2%)	27(6.0%)	30(6.7%)	42(9.4%)	19(4.2%)	448(100%)				
1 & over	35(16.5%)	15(7.1%)	72(34.0%)	3(1.4%)	7(3.3%)	5(2.8%)	13(6.1%)	30(14.2%)	22(5.7%)	9(4.2%)	212(100%)				
No data	0	1(33.3%)	2(66.7%)	0	0	0	0	0	0	0	3(100%)				
TOTAL	110(16.6%)	55(8.4%)	248(37.4%)	7(1.1%)	35(5.3%)	16(2.4%)	40(6.0%)	60(9.1%)	64(9.7%)	28(4.2%)	653(100%)				

Table 274 B

Number Of Pamphlets Read By Changes In, "Air Pollution Is A Major Cause Of Lung Cancer"

Response

Number Of Pamphlets	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
None	75(16.7%)	39(8.7%)	174(38.8%)	4(0.9%)	28(6.3%)	10(2.2%)	27(6.0%)	30(6.7%)	42(9.4%)	19(4.2%)	448(100%)
1	8(12.9%)	3(4.8%)	16(25.8%)	0	4(6.5%)	1(1.6%)	4(6.5%)	15(24.2%)	10(16.1%)	1(1.6%)	62(100%)
2	15(19.7%)	7(9.2%)	28(36.8%)	0	2(2.6%)	1(1.3%)	3(3.0%)	4(5.3%)	9(11.8%)	7(9.2%)	76(100%)
3	6(14.3%)	4(9.5%)	17(40.5%)	1(2.4%)	1(2.4%)	1(2.4%)	4(9.5%)	6(14.3%)	1(2.4%)	1(2.4%)	42(100%)
4	3(23.1%)	0	4(30.8%)	2(15.4%)	0	2(15.4%)	0	1(7.7%)	1(7.7%)	0	13(100%)
5	2(20.0%)	1(10.0%)	3(30.0%)	0	0	0	1(10.0%)	3(30.0%)	0	0	10(100%)
6 & over	1(11.1%)	0	4(44.4%)	0	0	1(11.1%)	1(11.1%)	1(11.1%)	1(11.1%)	0	9(100%)
No data	0	1(33.3%)	2(66.7%)	0	0	0	0	0	0	0	3(100%)
TOTAL	110(16.6%)	55(8.4%)	248(37.4%)	7(1.1%)	35(5.3%)	16(2.4%)	40(6.0%)	60(9.1%)	64(9.7%)	28(4.2%)	663(100%)

Table 275 A

Number Of Pamphlets Read By Changes In, "More Cigarette Smokers
Than Non-Smokers Die From Heart Disease"

Response

Number Of Pamphlets	No Change		Change From True To False		Change From True To Undecided		Change From False To Undecided		Change From False To True		Change From Undecided To True		Change From Undecided To False		No. Data	Total
	True	False	Change True	No Change False	Change True	No Change False	Change True	No Change False	Change True	No Change False	Change True	No Change False	Change True	No Change False		
None	150(33.5%)	4(0.9%)	127(28.4%)	6(1.3%)	46(10.3%)	6(1.3%)	14(3.1%)	6(1.3%)	66(14.7%)	14(3.1%)	15(3.4%)	448(100%)				
1 & over	82(38.7%)	2(0.9%)	59(27.8%)	1(0.5%)	12(5.7%)	4(1.9%)	7(3.3%)	34(16.0%)	3(1.4%)	7(3.3%)	212(100%)					
No data	2(66.7%)	0	1(33.3%)	0	0	0	0	0	0	0	3(100%)					
TOTAL	234(35.3%)	6(0.9%)	187(28.2%)	7(1.1%)	58(8.8%)	10(1.5%)	21(3.2%)	100(15.1%)	17(2.6%)	23(3.5%)	663(100%)					

Table 276 A

Number Of Pamphlets Read By Changes In, "Nicotine Is A Poison"

Response

Number Of Pamphlets	No Change True	No Change False	No Change Undecided	Change From True To		Change From False To		Change From Undecided To		No Data	Total
				True	False	True	False	True	False		
None	230(51.3%)	20(4.5%)	50(11.2%)	10(2.2%)	17(3.8%)	24(5.4%)	21(4.7%)	48(10.7%)	10(2.2%)	18(4.0%)	448(100%)
1 & over	113(53.3%)	7(3.3%)	14(6.6%)	6(2.8%)	18(8.5%)	11(5.2%)	7(3.3%)	18(8.5%)	7(3.3%)	10(4.7%)	212(100%)
No data	2(66.7%)	0	0	0	1(33.3%)	0	0	0	0	0	3(100%)
TOTAL	345(52.0%)	27(4.1%)	64(9.7%)	16(2.4%)	36(5.4%)	35(5.3%)	28(4.2%)	66(10.0%)	17(2.6%)	29(4.4%)	663(100%)

Table 276 B

Number Of Pamphlets Read By Changes In, "Nicotine Is A Poison"

Response

Number Of Pamphlets	No Change True	No Change False	No Change Undecided	Change From True To False		Change From True To Undecided		Change From False To Undecided		Change From False To True		Change From Undecided To True		Change From Undecided To False		No Data	Total
				True	False	True	False	True	False	True	False	True	False	True	False		
None	230(51.3%)	20(4.5%)	50(11.2%)	10(2.2%)	17(3.8%)	24(5.4%)	21(4.7%)	48(10.7%)	10(2.2%)	18(4.0%)	448(100%)						
1	28(45.2%)	2(3.2%)	7(11.3%)	2(3.2%)	7(11.3%)	4(6.5%)	2(3.2%)	6(9.7%)	3(4.8%)	1(1.6%)	62(100%)						
2	43(56.6%)	2(2.6%)	5(6.6%)	3(3.0%)	5(6.6%)	4(5.3%)	3(3.0%)	4(5.3%)	1(1.3%)	5(6.6%)	76(100%)						
3	25(59.5%)	2(4.8%)	1(2.4%)	1(2.4%)	4(9.5%)	1(2.4%)	1(2.4%)	4(9.5%)	0	3(7.1%)	42(100%)						
4	6(16.2%)	0	0	0	1(7.7%)	2(15.4%)	1(7.7%)	0	2(15.4%)	1(7.7%)	13(100%)						
5	6(60.0%)	1(10.0%)	0	0	0	0	0	2(20.0%)	1(10.0%)	0	10(100%)						
6 & over	5(55.6%)	0	1(11.1%)	0	1(11.1%)	0	0	2(22.2%)	0	0	9(100%)						
No data	2(66.7%)	0	0	0	1(33.3%)	0	0	0	0	0	3(100%)						
TOTAL	345(52.0%)	27(4.1%)	64(9.7%)	16(2.4%)	36(5.4%)	35(5.3%)	28(4.2%)	66(10.0%)	17(2.6%)	29(4.4%)	663(100%)						

Table 277 A

Number Of Pamphlets Read By Changes In, "Mentholated Cigarettes
Are Safer Than Non-Mentholated Cigarettes"

Response											
Number Of Pamphlets	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
None	19(4.2%)	175(39.1%)	108(24.1%)	6(1.3%)	14(3.1%)	6(1.3%)	40(8.9%)	13(2.9%)	50(11.2%)	17(3.8%)	448(100%)
1 & over	8(3.8%)	84(39.6%)	44(20.8%)	9(4.2%)	4(1.9%)	2(0.9%)	23(10.8%)	6(2.8%)	24(11.3%)	8(3.8%)	212(100%)
No data	0	3(100.0%)	0	0	0	0	0	0	0	0	3(100%)
TOTAL	27(4.1%)	262(39.5%)	152(22.9%)	15(2.3%)	18(2.7%)	8(1.2%)	63(9.5%)	19(2.9%)	74(11.2%)	25(3.8%)	663(100%)

Table 277 B

Number Of Pamphlets Read By Changes In, "Mentholated Cigarettes
Are Safer Than Non-Mentholated Cigarettes"

Response

Number Of Pamphlets	No Change True	No Change False	No Change Undecided	Change From		Change From True Undecided	Change From False Undecided	Change From True Undecided	Change From False Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
				True To False	False To True								
None	19(4.2%)	175(39.1%)	108(24.1%)	6(1.3%)	14(3.1%)	6(1.3%)	40(8.9%)	13(2.9%)	50(11.2%)	17(3.8%)	448(100%)		
1	2(3.2%)	21(33.9%)	16(25.8%)	1(1.6%)	2(3.2%)	1(1.6%)	7(11.3%)	1(1.6%)	10(16.1%)	1(1.6%)	62(100%)		
2	4(5.3%)	30(39.5%)	10(13.2%)	2(2.6%)	2(2.6%)	1(1.3%)	7(9.2%)	3(3.0%)	11(14.5%)	6(7.9%)	76(100%)		
3	0	18(42.9%)	12(28.6%)	3(7.1%)	0	0	7(16.7%)	0	1(2.4%)	1(2.4%)	42(100%)		
4	2(15.4%)	5(38.5%)	2(15.4%)	2(15.4%)	0	0	1(7.7%)	1(7.7%)	0	0	13(100%)		
5	0	6(60.0%)	2(20.0%)	0	0	0	1(10.0%)	1(10.0%)	0	0	10(100%)		
6 & over	0	4(44.4%)	2(22.2%)	1(11.1%)	0	0	0	0	2(22.2%)	0	9(100%)		
No data	0	3(100.0%)	0	0	0	0	0	0	0	0	3(100%)		
TOTAL	27(4.1%)	262(39.5%)	152(22.9%)	15(2.3%)	18(2.7%)	8(1.2%)	63(9.5%)	19(2.9%)	74(11.2%)	25(3.8%)	663(100%)		

Table 278 A

Number Of Pamphlets Read By Changes In, "People Who Smoke Can Be Expected To Die At A Younger Age Than People Who Do Not Smoke"

Response

Number Of Pamphlets	No Change True	No Change False	No Change Undecided	Change From True To False		Change From True To Undecided		Change From False To Undecided		Change From Undecided To False		No Data	Total
				True	False	True	Undecided	False	Undecided	To True	To False		
None	125(27.9%)	56(12.5%)	69(15.4%)	15(3.4%)	37(8.3%)	25(5.6%)	37(8.3%)	43(9.6%)	24(5.4%)	17(3.8%)	448(100%)		
1 & over	59(27.8%)	23(10.8%)	22(10.4%)	8(3.8%)	19(9.0%)	17(8.0%)	18(8.5%)	22(10.4%)	15(7.1%)	9(4.2%)	212(100%)		
No data	1(33.3%)	1(33.3%)	0	0	0	0	0	1(33.3%)	0	0	3(100%)		
TOTAL	185(27.9%)	80(12.1%)	91(13.7%)	23(3.5%)	56(8.5%)	42(6.3%)	55(8.3%)	66(10.0%)	39(5.9%)	26(3.9%)	653(100%)		

Table 278 B

Number Of Pamphlets Read By Changes In, "People Who Smoke Can Be Expected To Die At A Younger Age Than People Who Do Not Smoke"

Response

Number Of Pamphlets	No Change True	No Change False	No Change Undecided	Change From True To False		Change From True To Undecided		Change From False To Undecided		Change From Undecided To True		Change From Undecided To False		No Data	Total
				True	False	True	False	True	False	To True	To False	To True	To False		
None	125(27.9%)	56(12.5%)	69(15.4%)	15(3.4%)	37(8.3%)	25(5.6%)	37(8.3%)	43(9.6%)	24(5.4%)	17(3.8%)	448(100%)				
1	17(27.4%)	6(9.7%)	6(9.7%)	2(3.2%)	6(9.7%)	6(9.7%)	4(6.5%)	10(16.1%)	4(6.5%)	1(1.6%)	62(100%)				
2	21(27.6%)	10(13.2%)	8(10.5%)	3(3.0%)	3(3.0%)	5(6.6%)	6(7.9%)	8(10.5%)	6(7.9%)	6(7.9%)	76(100%)				
3	11(26.2%)	5(11.9%)	7(16.7%)	0	7(16.7%)	3(7.1%)	4(9.5%)	2(4.8%)	2(4.8%)	1(2.4%)	42(100%)				
4	3(23.1%)	0	1(7.7%)	0	2(15.4%)	2(15.4%)	3(23.1%)	1(7.7%)	1(7.7%)	0	13(100%)				
5	5(50.0%)	1(10.0%)	0	2(20.0%)	0	0	0	1(10.0%)	1(10.0%)	0	10(100%)				
6 & over	2(22.2%)	1(11.1%)	0	1(11.1%)	1(11.1%)	1(11.1%)	1(11.1%)	0	1(11.1%)	1(11.1%)	9(100%)				
No data	1(33.3%)	1(33.3%)	0	0	0	0	0	1(33.3%)	0	0	3(100%)				
TOTAL	185(27.9%)	80(12.1%)	91(13.7%)	23(3.5%)	56(8.5%)	42(6.3%)	55(8.3%)	66(10.0%)	39(5.9%)	26(3.9%)	663(100%)				

Table 279 A

Number Of Pamphlets Read By Changes In, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered"

Number Of Pamphlets	Response									
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	Total
None	50(11.2%)	136(30.4%)	81(18.1%)	14(3.1%)	21(4.7%)	16(3.6%)	49(10.9%)	21(4.7%)	41(9.2%)	19(4.2%) 443(100%)
1 & over	20(9.4%)	71(33.5%)	33(15.6%)	15(7.1%)	10(4.7%)	6(2.8%)	14(6.6%)	14(6.6%)	21(9.9%)	8(3.8%) 212(100%)
No data	0	2(66.7%)	1(33.3%)	0	0	0	0	0	0	0 3(100%)
TOTAL	70(10.6%)	209(31.5%)	115(17.4%)	29(4.4%)	31(4.7%)	22(3.3%)	63(9.5%)	35(5.3%)	62(9.1%)	27(4.1%) 663(100%)

Table 279 B

Number Of Pamphlets Read By Changes In, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered"

Response

Number Of Pamphlets	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
None	50(11.2%)	136(30.4%)	81(18.1%)	14(3.1%)	21(4.7%)	16(3.6%)	49(10.9%)	21(4.7%)	41(9.2%)	19(4.2%)	448(100%)
1	7(11.3%)	19(30.7%)	11(17.7%)	2(3.2%)	4(6.5%)	1(1.6%)	4(6.5%)	6(9.7%)	6(9.7%)	2(3.2%)	62(100%)
2	6(7.9%)	26(34.2%)	10(13.2%)	6(7.9%)	3(3.0%)	3(3.0%)	5(6.6%)	5(6.6%)	7(9.2%)	5(6.6%)	76(100%)
3	4(9.5%)	14(33.3%)	7(16.7%)	5(11.9%)	1(2.4%)	1(2.4%)	3(7.1%)	1(2.4%)	5(11.9%)	1(2.4%)	42(100%)
4	3(23.1%)	6(46.2%)	2(15.4%)	0	1(7.7%)	0	1(7.7%)	0	0	0	13(100%)
5	0	3(30.0%)	2(20.0%)	1(10.0%)	1(10.0%)	1(10.0%)	0	1(10.0%)	1(10.0%)	0	10(100%)
6 & over	0	3(33.3%)	1(11.1%)	1(11.1%)	0	0	1(11.1%)	1(11.1%)	2(22.2%)	0	9(100%)
No data	0	2(66.7%)	1(33.3%)	0	0	0	0	0	0	0	3(100%)
TOTAL	70(10.6%)	209(31.5%)	115(17.4%)	29(4.4%)	31(4.7%)	22(3.3%)	63(9.5%)	35(5.3%)	62(9.4%)	27(4.1%)	663(100%)

Table 280

Reading Of Lawsuit Article By Changes In, "Smoking Cigarettes Increases The Risk Of Dying From Respiratory Diseases Such As Chronic Bronchitis"

Response												
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total	
Did read	109(61.6%)	2(1.1%)	15(8.5%)	0	13(7.3%)	5(2.8%)	1(0.6%)	22(12.4%)	3(1.7%)	7(4.0%)	177(100%)	
Did not read	296(61.5%)	10(2.1%)	55(11.6%)	5(1.0%)	35(7.3%)	6(1.3%)	10(2.1%)	44(9.2%)	5(1.0%)	15(3.1%)	481(100%)	
No data	4(80.0%)	0	0	1(20.0%)	0	0	0	0	0	0	5(100%)	
TOTAL	409(6.7%)	12(1.8%)	70(10.6%)	6(0.9%)	48(7.2%)	11(1.7%)	11(1.7%)	66(10.0%)	8(1.2%)	22(3.3%)	663(100%)	

Table 281

Reading Of Lawsuit Article By Changes In, "Cigarette Smoking Is Not A Major Cause Of Lung Cancer"

	Response									
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data Total
Did read	4(2.3%)	78(44.1%)	31(17.5%)	7(4.0%)	9(5.1%)	17(9.6%)	11(6.2%)	7(4.0%)	7(4.0%)	6(3.4%) 177(100%)
Did not read	11(2.3%)	232(48.2%)	74(15.4%)	27(5.6%)	18(3.7%)	17(3.5%)	29(6.0%)	14(0.8%)	47(9.8%)	12(2.5%) 481(100%)
No data	0	4(80.0%)	0	0	0	0	1(20.0%)	0	0	5(100%)
TOTAL	15(2.3%)	314(47.4%)	105(15.8%)	34(5.1%)	27(4.1%)	34(5.1%)	41(6.2%)	21(3.2%)	54(8.1%)	18(2.7%) 663(100%)

Table 282

Reading Of Lawsuit Article By Changes In, "Some People Experience Unpleasant
Physical Symptoms When They Try To Stop Smoking"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Did read	106(59.9%)	5(2.8%)	11(6.2%)	6(3.4%)	10(5.7%)	11(6.2%)	3(1.7%)	17(9.6%)	2(1.1%)	6(3.4%)	177(100%)
Did not read	262(54.5%)	16(3.3%)	43(8.9%)	10(2.1%)	37(7.7%)	24(5.0%)	12(2.5%)	53(11.0%)	10(2.1%)	14(2.9%)	481(100%)
No data	4(80.0%)	0	1(20.0%)	0	0	0	0	0	0	0	5(100%)
TOTAL	372(56.1%)	21(3.2%)	55(8.3%)	16(2.4%)	47(7.1%)	35(5.3%)	15(2.3%)	70(10.6%)	12(1.8%)	20(3.0%)	663(100%)

Table 283

Reading Of Lawsuit Article By Changes In, "Cigarette Smoking Reduces The Ability Of The Respiratory Tract To Rid Itself Of Impurities"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Did read	109(61.6%)	3(1.7%)	17(9.6%)	0	18(10.2%)	4(2.3%)	1(0.6%)	18(10.2%)	0	7(4.0%)	177(100%)
Did not read	278(57.8%)	3(0.6%)	68(14.1%)	11(2.3%)	34(7.1%)	8(1.7%)	7(1.5%)	55(11.4%)	4(0.8%)	13(2.7%)	481(100%)
No data	3(60.0%)	0	1(20.0%)	0	1(20.0%)	0	0	0	0	0	5(100%)
TOTAL	390(43.7%)	6(0.7%)	86(13.0%)	11(1.7%)	53(8.0%)	12(1.8%)	8(1.2%)	73(11.0%)	4(0.6%)	20(3.0%)	663(100%)

Table 284

Reading Of Lawsuit Article By Changes In, "Lung Cancer Can Be Cured In Most Persons
Who Receive Good Treatment"

	Response										
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Did read	16(9.0%)	47(26.6%)	36(20.3%)	3(1.7%)	8(4.5%)	7(4.0%)	26(14.7%)	8(4.5%)	18(10.2%)	8(4.5%)	177(100%)
Did not read	51(10.6%)	100(20.3%)	111(23.1%)	19(4.0%)	38(7.9%)	20(4.2%)	50(10.4%)	37(7.7%)	38(7.9%)	17(3.5%)	481(100%)
No data	1(20.0%)	2(40.0%)	0	0	1(20.0%)	0	0	0	0	1(20.0%)	5(100%)
TOTAL	68(10.3%)	149(22.5%)	147(22.2%)	22(3.3%)	47(7.1%)	27(4.1%)	76(11.5%)	45(6.8%)	56(8.5%)	26(3.9%)	663(100%)

Table 285

Reading Of Lawsuit Article By Changes In, "Cigarette Smoking Is Not Nearly As
Much Of A Health Hazard To Women As It Is To Men"

		Response									
		No Change True	No Change False	No Change Undecided	Change From True To		Change From False To		Change From Undecided To		Total
					True	False	True	False	True	False	
Did read		6(3.4%)	93(52.5%)	15(8.5%)	6(3.4%)	3(1.7%)	8(4.5%)	19(10.7%)	6(3.4%)	15(8.5%)	6(3.4%) 177(100%)
Did not read		19(4.0%)	216(11.9%)	59(12.3%)	12(2.5%)	12(2.5%)	27(5.6%)	58(12.1%)	9(1.9%)	54(11.2%)	15(3.1%) 481(100%)
No data		1(20.0%)	3(60.0%)	0	0	0	1(20.0%)	0	0	0	5(100%)
TOTAL		26(3.9%)	312(17.1%)	74(11.2%)	18(2.7%)	15(2.3%)	36(5.4%)	77(11.6%)	15(2.3%)	69(10.4%)	21(3.2%) 663(100%)

Table 286

Reading Of Lawsuit Article By Changes In, "Several Ingredients
In Cigarette Smoke Are Known To Cause Cancer"

	Response									
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data Total
Did read	70(39.6%)	7(4.0%)	27(15.3%)	8(4.5%)	25(14.1%)	2(1.1%)	9(5.1%)	19(10.7%)	3(1.7%)	7(4.0%) 177(100%)
Did not read	228(47.4%)	16(3.3%)	58(12.1%)	11(2.3%)	44(9.2%)	19(4.0%)	18(3.7%)	56(11.6%)	11(2.3%)	20(4.2%) 481(100%)
No data	3(60.0%)	0	1(20.0%)	0	1(20.0%)	0	0	0	0	0 5(100%)
TOTAL	301(45.4%)	23(3.5%)	86(13.0%)	19(2.9%)	70(10.6%)	21(3.2%)	27(4.1%)	75(11.3%)	14(2.1%)	27(4.1%) 663(100%)

Table 287

Reading Of Lawsuit Article By Changes In, "The Effects Of Pipe Or Cigar Smoking
On Health Are About The Same As the Effects Of Cigarette Smoking"

	Response										Total
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	
Did read	12(6.8%)	97(54.8%)	13(7.3%)	3(1.7%)	7(4.0%)	12(6.8%)	15(8.5%)	3(1.7%)	9(5.1%)	6(3.4%)	177(100%)
Did not read	32(6.7%)	277(57.6%)	37(7.7%)	10(2.1%)	17(3.5%)	26(5.4%)	26(5.4%)	11(2.3%)	30(6.2%)	15(3.1%)	481(100%)
No data	0	5(100.0%)	0	0	0	0	0	0	0	0	5(100%)
TOTAL	44(6.6%)	379(57.2%)	50(7.5%)	13(2.0%)	24(3.6%)	38(5.7%)	41(6.2%)	14(2.1%)	39(5.9%)	21(3.2%)	663(100%)

Table 288

Reading Of Lawsuit Article By Changes In, "The Longer A Person Smokes The Greater Are His Chances For Developing Lung Cancer"

Response											Total
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	
Did read	135(76.3%)	1(0.6%)	7(4.0%)	1(0.6%)	11(6.2%)	1(0.6%)	0	13(7.3%)	2(1.1%)	6(3.4%)	177(100%)
Did not read	358(74.4%)	4(0.8%)	19(4.0%)	11(2.3%)	29(6.0%)	7(1.5%)	4(0.8%)	30(6.2%)	3(0.6%)	16(3.3%)	481(100%)
No data	5(100.0%)	0	0	0	0	0	0	0	0	0	5(100%)
TOTAL	498(75.1%)	5(0.8%)	26(3.9%)	12(1.8%)	40(6.0%)	8(1.2%)	4(0.6%)	43(6.5%)	5(0.8%)	22(3.3%)	663(100%)

Table 289

Reading Of Lawsuit Article By Changes In, "Smoking Cigarettes
Causes A Lowering Of The Blood Pressure"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Did read	8(4.5%)	31(17.5%)	36(48.6%)	3(1.7%)	2(1.1%)	3(1.7%)	14(7.9%)	8(4.5%)	15(8.5%)	7(4.0%)	177(100%)
Did not read	18(3.7%)	62(12.9%)	262(54.5%)	10(2.1%)	13(2.7%)	6(1.3%)	43(8.9%)	17(3.5%)	34(7.1%)	16(3.3%)	481(100%)
No data	1(20.0%)	2(40.0%)	1(20.0%)	0	1(20.0%)	0	0	0	0	0	5(100%)
TOTAL	27(4.1%)	95(14.3%)	349(52.6%)	13(2.0%)	16(2.4%)	9(1.4%)	57(8.6%)	25(3.8%)	49(7.4%)	23(3.5%)	663(100%)

Table 290

Reading Of Lawsuit Article By Changes In, "Air Pollution Is A Major Cause Of Lung Cancer"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Did read	24(13.6%)	16(9.0%)	66(37.3%)	2(1.1%)	7(4.0%)	7(4.0%)	8(4.5%)	17(9.6%)	21(11.9%)	9(5.1%)	177(100%)
Did not read	85(17.7%)	38(7.9%)	179(37.2%)	5(1.0%)	28(5.8%)	9(1.9%)	32(6.9%)	43(8.9%)	43(8.9%)	19(4.0%)	481(100%)
No data	1(20.0%)	1(20.0%)	3(60.0%)	0	0	0	0	0	0	0	5(100%)
TOTAL	110(16.6%)	55(8.4%)	248(37.4%)	7(1.1%)	35(5.3%)	16(2.4%)	40(6.0%)	60(9.1%)	64(9.7%)	28(4.2%)	663(100%)

Table 291

Reading Of Lawsuit Article By Changes In, "More Cigarette Smokers
Than Non-Smokers Die From Heart Disease"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Did read	78(44.1%)	2(1.1%)	36(20.3%)	3(1.7%)	10(5.7%)	5(2.8%)	5(2.8%)	28(15.8%)	3(1.7%)	7(4.0%)	177(100%)
Did not read	153(31.8%)	4(1.0%)	149(31.0%)	4(1.0%)	48(10.0%)	5(1.0%)	16(3.3%)	72(15.0%)	14(2.9%)	16(3.3%)	481(100%)
No data	3(60.0%)	0	2(40.0%)	0	0	0	0	0	0	0	5(100%)
TOTAL	234(35.3%)	6(0.9%)	187(28.2%)	7(1.1%)	58(8.8%)	10(1.5%)	21(3.2%)	100(15.1%)	17(2.6%)	23(3.5%)	663(100%)

Table 292

Reading Of Lawsuit Article By Changes In, "Nicotine Is A Poison"

	Response										Total
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	
Did read	97(54.8%)	6(3.4%)	15(8.5%)	7(4.0%)	6(3.4%)	10(5.7%)	10(5.7%)	14(7.9%)	2(1.1%)	10(5.7%)	177(100%)
Did not read	244(50.7%)	21(4.4%)	49(10.2%)	9(1.9%)	29(6.0%)	25(5.2%)	18(3.7%)	52(10.8%)	15(3.1%)	19(4.0%)	481(100%)
No data	4(80.0%)	0	0	0	1(20.0%)	0	0	0	0	0	5(100%)
TOTAL	345(52.0%)	27(4.1%)	64(9.7%)	16(2.4%)	36(5.4%)	35(5.3%)	28(4.2%)	66(10.0%)	17(2.6%)	29(4.4%)	663(100%)

Table 293

Reading Of Lawsuit Article By Changes In, "Mentholated Cigarettes
Are Safer Than Non-Mentholated Cigarettes"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Did read	1(0.6%)	80(45.2%)	43(24.3%)	2(1.1%)	1(0.6%)	0	15(8.5%)	6(3.4%)	20(11.3%)	9(5.1%)	177(100%)
Did not read	25(5.2%)	178(37.0%)	109(22.7%)	13(2.7%)	17(3.5%)	8(1.7%)	48(10.0%)	13(2.7%)	54(11.2%)	16(3.3%)	481(100%)
No data	1(20.0%)	4(80.0%)	0	0	0	0	0	0	0	0	5(100%)
TOTAL	27(4.1%)	262(39.5%)	152(22.9%)	15(2.3%)	18(2.7%)	8(1.2%)	63(9.5%)	19(2.9%)	74(11.2%)	25(3.8%)	663(100%)

Table 294

Reading Of Lawsuit Article By Changes In, "People Who Smoke Can Be Expected
To Die At A Younger Age Than People Who Do Not Smoke"

	Response										Total
	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	
Did read	52(29.4%)	22(12.4%)	25(14.1%)	4(2.3%)	19(10.7%)	10(5.7%)	9(5.1%)	17(9.6%)	11(6.2%)	8(4.5%)	177(100%)
Did not read	131(27.2%)	57(11.9%)	66(13.7%)	19(4.0%)	37(7.7%)	32(6.7%)	45(9.4%)	48(10.0%)	28(5.8%)	18(3.7%)	481(100%)
No data	2(40.0%)	1(20.0%)	0	0	0	0	1(20.0%)	1(20.0%)	0	0	5(100%)
TOTAL	185(27.9%)	80(12.1%)	91(13.7%)	23(3.5%)	56(8.5%)	42(6.3%)	55(8.3%)	66(10.0%)	39(5.9%)	26(3.9%)	663(100%)

Table 295

Reading Of Lawsuit Article By Changes In, "The Health Hazards Of Smoking Are Greatly Reduced By Smoking Cigarettes Which Are Filtered"

Response

	No Change True	No Change False	No Change Undecided	Change From True To False	Change From True To Undecided	Change From False To True	Change From False To Undecided	Change From Undecided To True	Change From Undecided To False	No Data	Total
Did read	10(5.7%)	63(35.6%)	36(20.3%)	5(2.8%)	17(5.7%)	4(2.3%)	17(9.6%)	7(4.0%)	18(10.2%)	7(4.0%)	177(100%)
Did not read	60(12.5%)	143(29.7%)	78(16.2%)	23(4.8%)	21(4.4%)	13(3.7%)	46(9.6%)	28(5.8%)	44(9.2%)	20(4.2%)	481(100%)
No data	0	3(60.0%)	1(20.0%)	1(20.0%)	0	0	0	0	0	0	5(100%)
TOTAL	70(10.6%)	209(31.5%)	115(17.4%)	29(4.4%)	31(4.7%)	22(3.3%)	63(9.5%)	35(5.3%)	62(9.3%)	27(4.1%)	663(100%)